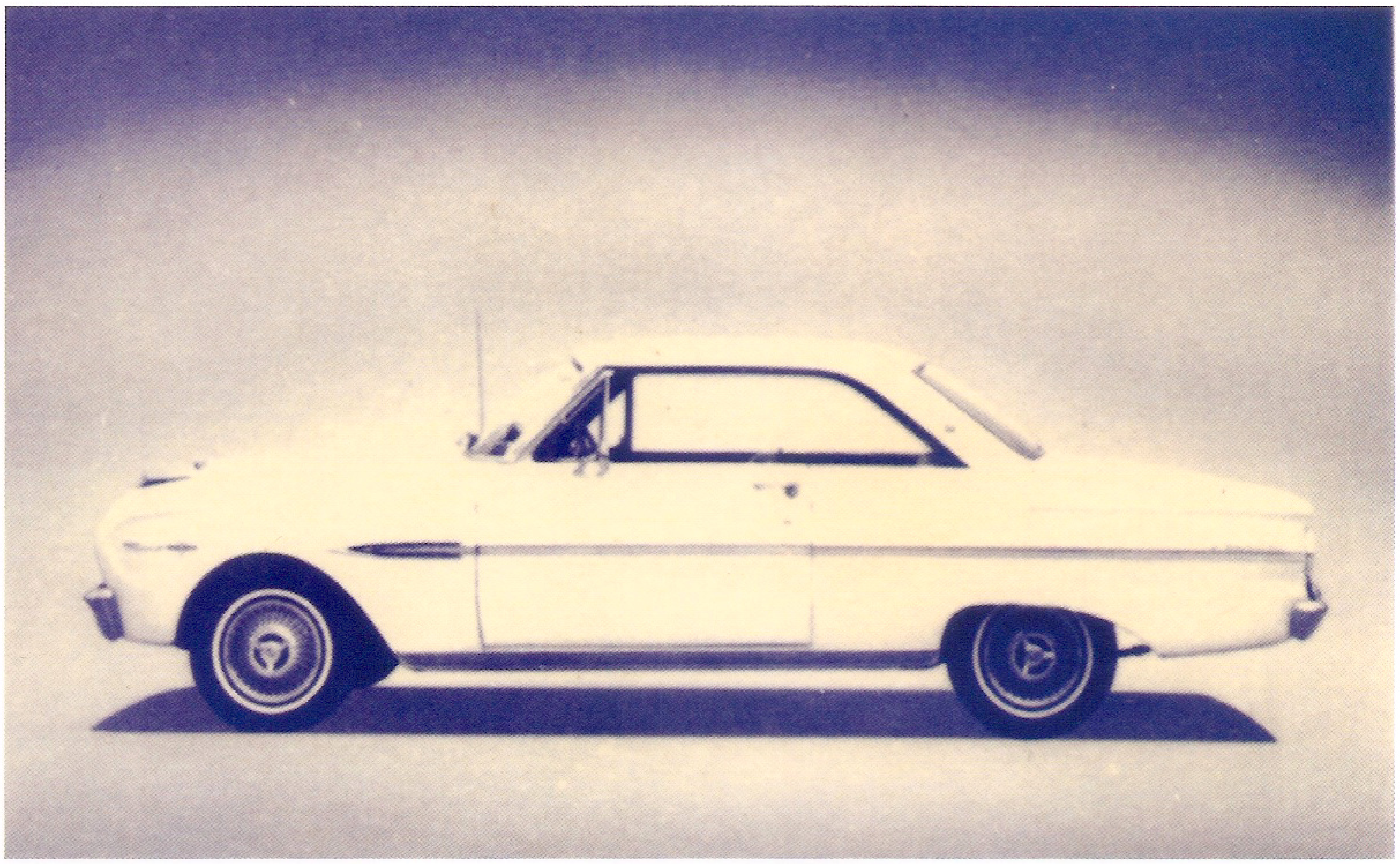
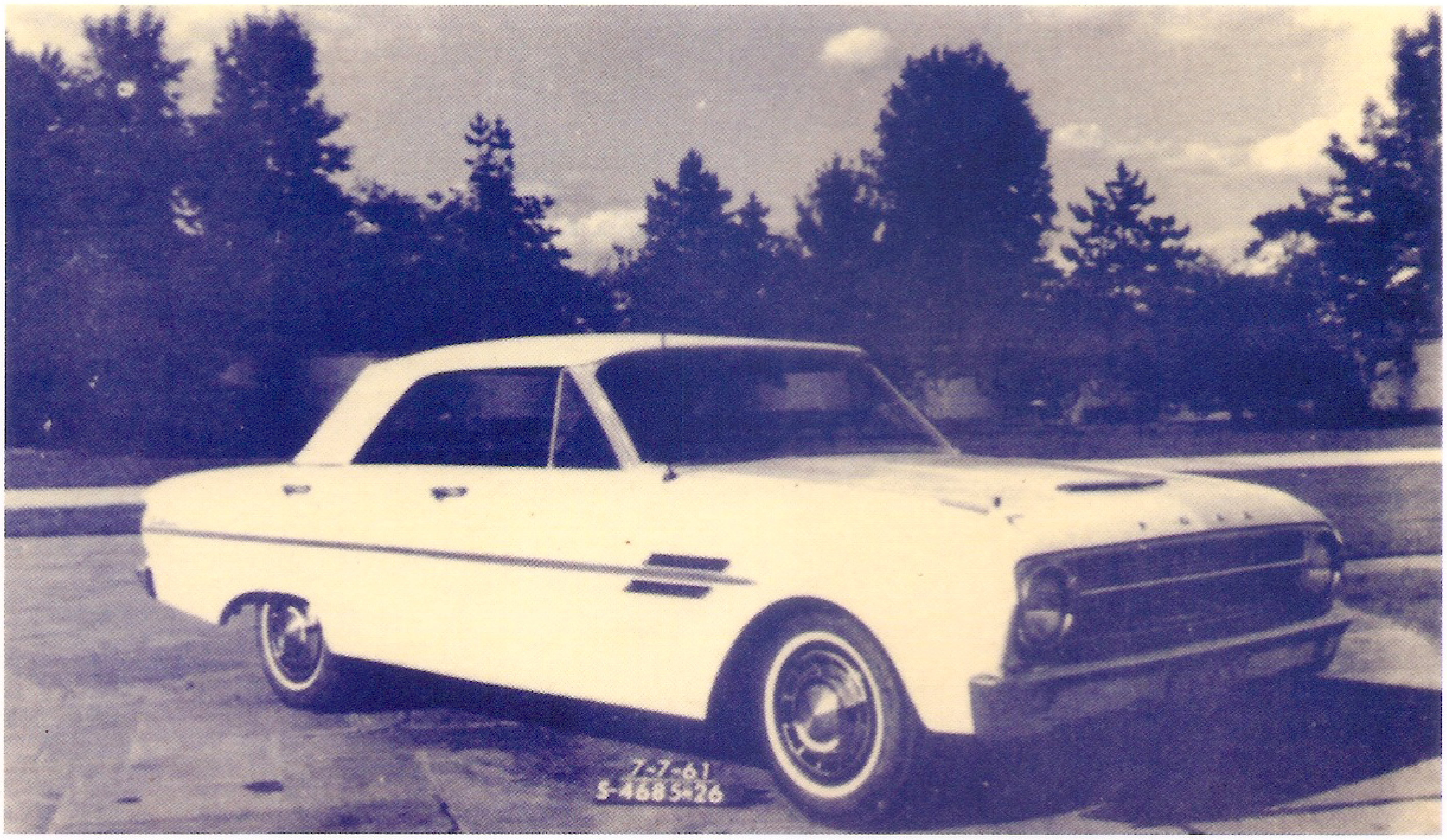
THE FORD FALCON
1960 – 1963

by Phil Cottrill



1963 ½ FALCON SPRINT HARDTOP, MODEL 63 C



1963 Four-Door CONVERTIBLE Prototype

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Published by
Phil Cottrill
P.O. Box 4
Mineral Wells, West Virginia 26150

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United States of America

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THE FORD FALCON 1960-1963
by
PHIL COTTRILL

FOREWORD TO THE SECOND EDITION

It has been 28 years since the first edition of this book sold out. I thank those who bought the book. I think it attained goals of providing some insight into the reason that the Ford Falcon came into being and to descriptions of the first three years of Ford Falcon models.

During those 28 years the Falcon name at Ford Motor company waxed and waned and is currently being phased out in its last production plant in Australia. It was a good ride. For many of us it was the first new car or first car, period. It provided economical and reliable transportation.

Since the 1970s Falcons have provided the old car hobby with historical resources with which to preserve and/or to restore. In those early days of restoration the goal was to return a vehicle to its original showroom condition. During these last 28 years the term *restomod* has come into vogue with the emphasis being on updating the restored vehicle with modern technology and with the artistic flair of whatever comes to the restorer's mind. I think there is room for these two extremes of restoration philosophy in the modern car hobby.

The Falcon Club of America has grown in membership and has provided for the preservation of hundreds of Falcons as well as the camaraderie and funfests for thousands of Falcon lovers. I have maintained my FCA #1102 since 1982. In researching the first edition I interviewed FCA founder Roy Sword. His verbatim interview was published in the book. He emphasized that the foundation of FCA was to provide fun in restoring, driving and showing Falcons.

The interviews for the book also included the Falcon originator, the late Robert S. McNamara. He was president of Ford Motor Company when the Falcon came into being. I planned to publish all interviews verbatim but Mr. McNamara insisted that I not quote from him directly from his discussion in the interview. I did not quote him but I did include all the material he gave me. He indicated that the Falcon was quite a financial boon to Ford Motor Company and that he was proud for having conceived,

---

produced and directed the Falcon project.

An impetus for a second edition of this book came via one of my sons. He found that copies of the first printing were begin sold on the used book market at very high prices. He urged me to reprint the book because there must still be a market for it. Although I am a retired college professor, I relented and took on this one last writing project. I am not advertising the book extensively but want to make it available to those who missed the initial printing and who have a yearning to learn more about Falcon history. Thank you for buying this second edition.

Phil Cottrill

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PREFACE

This book was undertaken to provide a source of information about 1960-1963 Falcons. At the time of initial research on the book there was no definitive book devoted exclusively to the Falcon.

I began thinking about writing a Falcon book in April 1982 after an unsuccessful attempt at obtaining a Ford factory photograph of a 1961 Falcon Futura. Let me digress back to the spring of 1961...I ordered my first new car, a '61 Falcon Two-Door, in March of 1961. In the interim from the time I ordered the car until its arrival, the '61 Futura was announced. If I had known that the bucket-seat model was about to make the scene, I would have opted for it. I was quite satisfied with my '61 Two-Door and kept it until the '64½ Mustang appeared. I never thought about Falcons for several years but always retained a soft spot for the '61 Futura. In November 1981 a classified ad for a '61 Falcon in the local newspaper caught my eye. When I went to see the car, I immediately noticed the quarter panel "teardrops" that only appeared on the '61 Futura. The Futura wheel covers were gone, the body was rusted through around the wheel wells, and the interior was shot. It was, however, a one owner car, and the owner assured me that it was in good mechanical condition and "Had spent all its life sitting outside in Wilmington, Delaware". I realized that lots of restoration work needed done, but it was a '61 Futura and I had better not pass it up.

I drove the car just as it was until the spring of '82. That's when I wrote Ford Photomedia and asked for a photograph of a '61 Futura. We had correspondence back and forth about the existence of a Futura in '61. They sent me a picture of a '62 Futura and a photocopied page from a book stating that the '62 was the first Futura. I thought to myself, "Someone needs to research the early Falcons".

In defense of Ford Photomedia and the Ford Archives, I must state that they are cooperative and are very interested in getting the exact story about Ford products. Both of these agencies work with advanced information, and, when a model such as the '61½ Futura is sent out in mid-model year, these agencies do not receive all the information. Changes are sometimes made in exterior and interior trim after the photo departments have taken a series of pictures. In later years these pictures of prototypes occasionally get into books as production cars. The only way to solve this problem is for an author to authenticate all photographs by comparing them to existing vehicles. This is all but impossible for it would require enormous travel and research expenditures.

In September 1982, as I was finishing a two day stint in the Ford Archives, I mentioned to Dave Crippen, archivist, that I had read that 20 clay models of Falcon proposals were built, and I wondered if photographs of these existed. Dave steered me to Bill Boyer at the Ford Design Center. Mr. Boyer supplied me with pictures of the clay models and also granted me an interview. I have included the interview in the book. (See pp 27-46). The clay model pictures of proposals that never became Falcons are shown, without comment, throughout the first portion of the book. These photographs have never been published before and I am sure that Falcon lovers would be interested in seeing what their little car "could have been", either good or bad, depending upon one's own interpretation.

The interviews in the book are transcriptions of audio tapes made during the interview sessions. During the interviews we sometimes deviate from Falcons and talked about other car makes. I included the transcription verbatim, in order to preserve the historical importance of the discussions.

Phil Cottrill, Elkton, Maryland, February 1983

EARLY FALCON CHRONOLOGY

1942-1946: Ford Light-Car Project developed 7 pilot models on wheelbases from 97-112 inches.
1945: Earle S. MacPherson was appointed chief engineer of the Chevrolet Cadet Project
1947, September: Earle S. MacPherson left General Motors and went to Ford
1952: Robert S. McNamara was made Assistant General Manager of Ford Division. He immediately appointed a Market Research Unit to study who was buying the Volkswagen and why.
1956: Ford management was firmly convinced that a car sized between the Volkswagen and the standard Ford could be successfully marketed.
1957, March: Ford Motor Company committed itself to build the Falcon
1957: Research in Advanced Engineering developed techniques for building a low-weight unitized body. These procedures were utilized in the Falcon.
1957: A low- weight 6 cylinder OHV engine was being developed for the Falcon.
1957, November: Ford President, E. R. Breech, announced to Ford management that the optimum economy car appeared to be the 2,400 pound car with a six cylinder engine.
1957, Thanksgiving Day: The Thunderbird stylist got the word to begin a compact car.
1958, Summer: Falcon clay model finalized and accepted by Ford management.
1958: Jack Hooven appointed chief engineer for Falcon development.
1959, February: The New York Times published an article about the Ford XK-Thunderbird Project.
1959, May 21: Henry Ford II announced the Falcon Project at a Ford stockholders' meeting.
1959: The first non-prototype Falcons were built at the Ford Pilot Assembly Plant.
1959, September 9: The 1960 Falcon was released to the press.
1959, September 10: 14 Falcons with experienced endurance drivers began covering every mile of federally numbered highways in the continental U.S.
1959, October 2: The 1960 Corvair arrived at dealers' showrooms.
1959, October 3: The 1960 Falcon made its debut.
1959, October 29: Plymouth's 1960 Valiant goes on public display.
1959, November: Falcon sales take off and Falcon soon becomes “King of the Compacts”.
1960, Winter: 1960 Falcon Station Wagons introduced.
1960, Spring: 1960 Ranchero introduced.
1960, September 25: 1961 Falcon line introduced. It included the 170 inch' engine and the Econoline utility vehicles.
1960, December: Robert S. McNamara left Ford to become Secretary of Defense. The Falcon lost its strong backing.
1961, Early: The Falcon Sedan delivery was introduced.
1961, April 9: 1961 Futura introduced to combat Monza Coupe sales.
1961, September 19: 1962 Falcon line introduced.
1962, February 14: 1962 Sports Futura with 4 speed transmission introduced.
1962, September 11: 1963 Falcon line introduced, included Falcon Convertible.
1963, February: 1963½ Falcons introduced. Included 260 V-8, hardtops, and the Sprint line.
1963, July: last 1963½ Falcons produced. Dies shipped to Argentina.

LIGHT-CAR PROJECTS

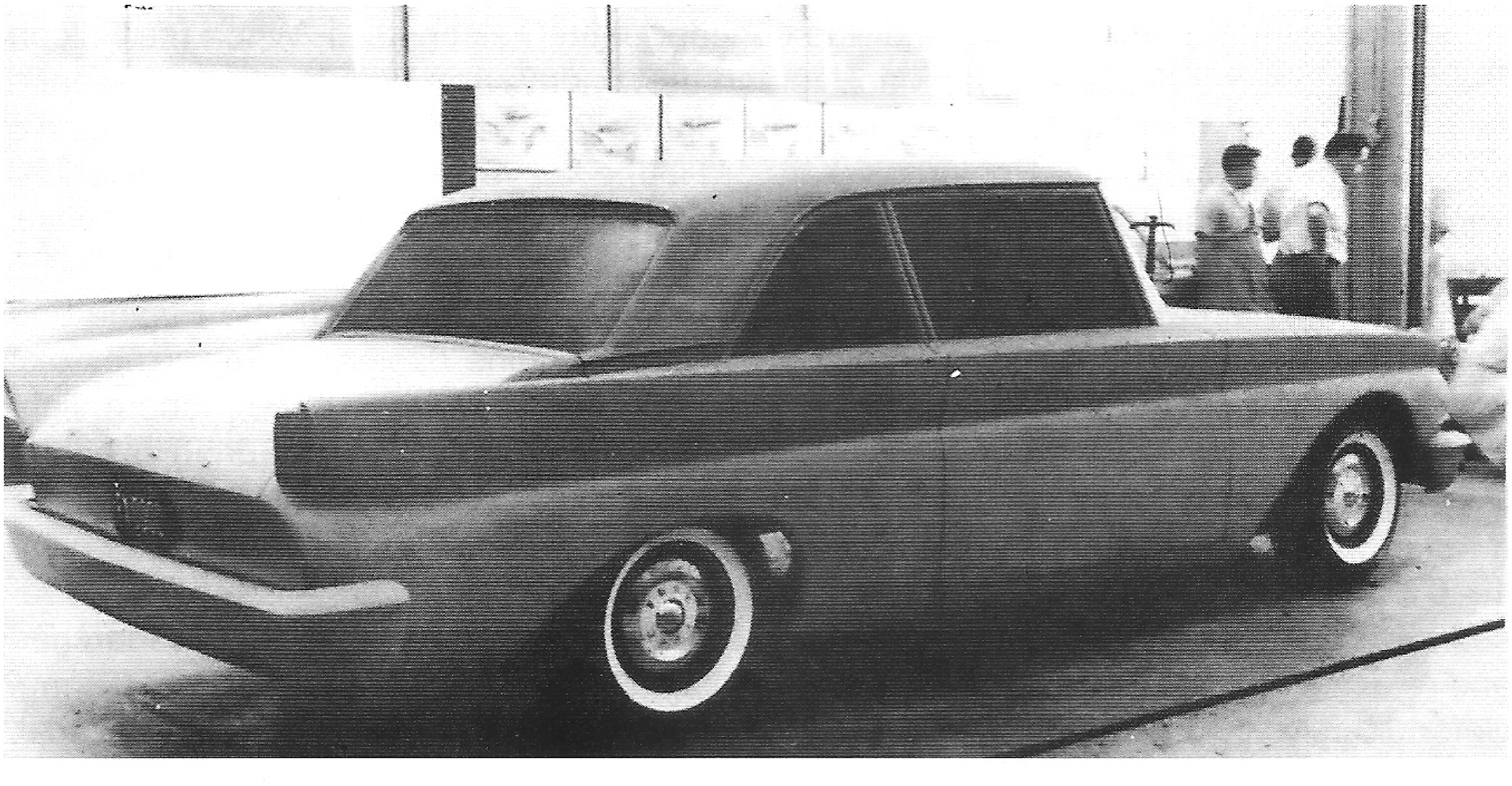
Ford was actually working on the development of small cars during World War II. Photographs of light-car mock-ups as early as 1942 have shown that Ford was serious about building cars of low-weight, simple design, and high function. Around 1944, at least seven light-car pilot models were built and tested. These proposals ranged in wheelbase size from 97 to 112 inches. Their design was very much that of scaled down full-size Fords, although, one version that did reach production as the 1948 French Vedette, looked very similar to the U.S. 1949 Mercury.

Various drivetrain configurations were considered for the cars. One version of a proposed light-car engine was based on the Ford four cylinder tractor power plant. The transmission was to be from the prewar 60 H.P. V-8. A five cylinder engine was tried but discarded. A front wheel drive design reached only the mock-up stage. Unit body construction for the small car was discussed and rejected because of the expense for retooling assembly plants.

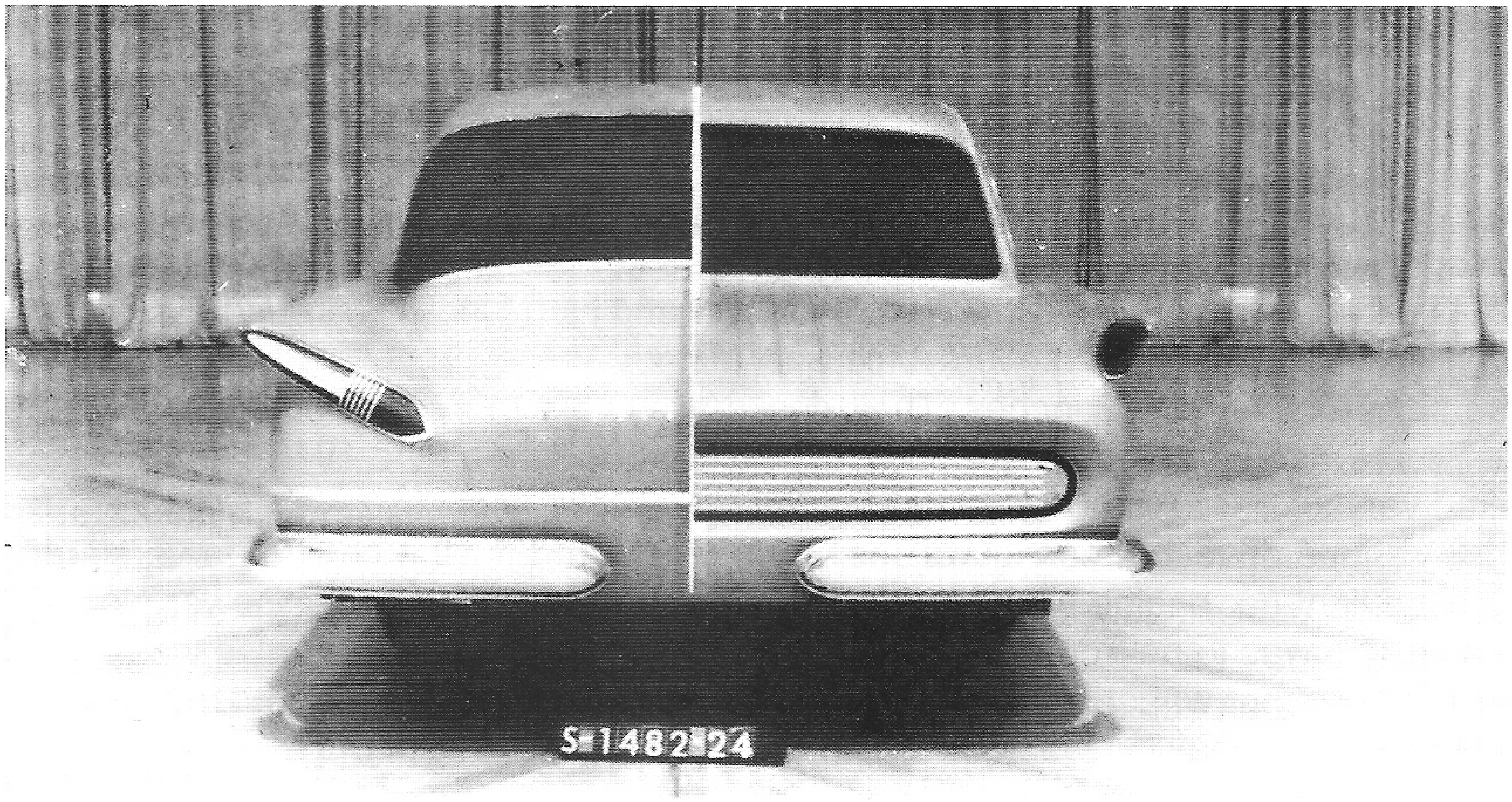
Ford's Light-Car project was downgraded and finally discontinued in the late 1940's when cost projections showed that the car would need to retail for almost as much as the standard Ford. Also, the raw material shortage that existed at that time was another factor in not starting up an entirely new line of cars.

Chances are that the Ford Light-Car Project of the 1940's did have some influence on the Ford Compact Car Project (the '60 Falcon) of the late 1950's.

Some of the reason that Ford began the Light-Car Project in the early 1940's might have come from intelligence about what was going on at Chevrolet at that time. In 1945 an engineer at General Motors named Earle S. MacPherson was appointed chief engineer for an anticipated Chevrolet small car code named the Cadet.



Earliest photography of a Falcon proposal. Note Thunderbird roof. 12-11-57



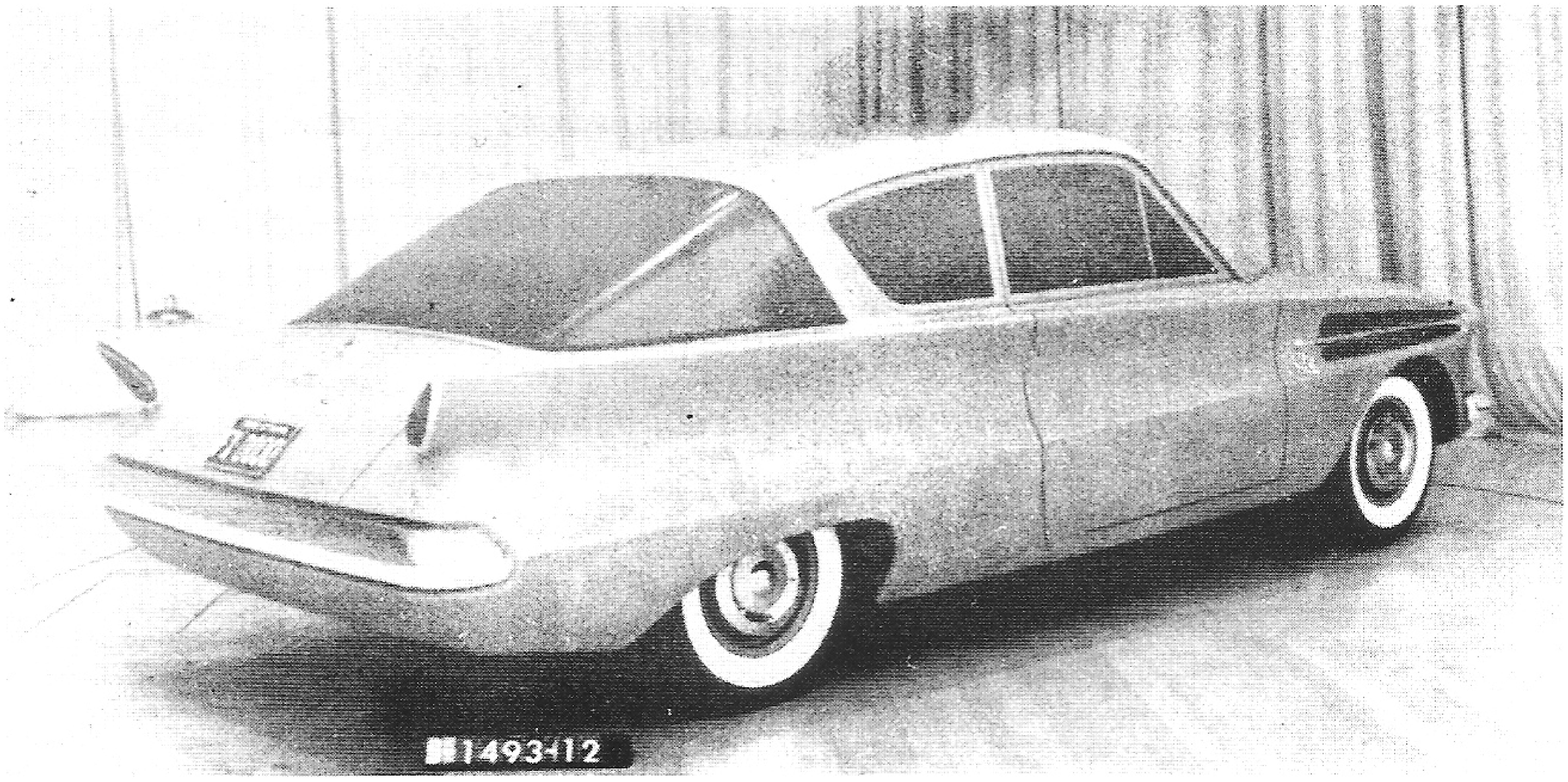
Some clay models were halves of two different cars. 12-27-57

Mr. Macpherson proposed and built prototypes of a small car with wheelbase of 108 inches, a curb weight of 2,200 pounds, and powered by a six cylinder OHV engine of 133 cubic inch displacement. Its fuel economy goal was to be 28 MPG. (It is no coincidence that those numbers came very close to fitting the 1960 Falcon). This light-car project was also stopped in the late 1940's due to costs and shortages of materials.

In September, 1947, Earle S. MacPherson was hired away from General Motors by Ford. At Ford, Mr. MacPherson implemented many of the features that had been original with the Cadet. These included the suspended pedals (1952), the Ford OHV six engine (also 1952), the front end suspension struts that bear his name, the high-tower suspension components on the Falcon, and the concept of the Falcon itself. When the Falcon Project began in the late 1950's, MacPherson drew heavily on his light-car experience from his work on the Cadet development. According to Frederick J. Hooven, Executive Engineer for Advanced Car Engineering at Ford in the late '50's, Mr. MacPherson retired from Ford in 1958 during the early Falcon development but returned on a consulting basis and made great contributions to the Falcon.

Mr. Hooven also stated that Mr. Jack D. Collins, the manager of the Engine and Powertrain Department at Ford, recruited two young engine designers from Chevrolet for the Falcon engine development. Under Jack Collins, they laid out the modern, light weight six cylinder Falcon engine. The engine was reviewed periodically during its development before MacPherson.

Thus the Light-Car Projects of both Ford and Chevrolet were aborted in the late 1940's, but the Falcon, developed a decade later, seems to have benefited from the research and development of both projects. In contrast, both Light-Car Projects researched and rejected the rear engined car design as being too unstable in handling and steering. Unfortunately, the Corvair was designed and built in spite of these rejections of the '40's. The Falcon's conventional drive train and engine placement were the result of studies made during both the GM and Ford Light-Car Projects.



Many design proposals had fin themes that were characteristic of that era. 1-6-58

COMPACT CAR DEVELOPMENT

Why did Ford, as well as General Motors and Chrysler choose the fall of 1959 to incorporate new lines of small cars into their showrooms? The 1959 model year had been much more successful than had 1958. It appears as though each was trying to provide internal competition with their standard size lines. Of course there were very valid reasons for developing more functional automobiles.

The main thrust behind the introduction of the Ford Falcon, Chevrolet Corvair, Plymouth Valiant came from the following three motives:

(1) The growing number of imported cars. The imported cars were much lower priced than the standard size car of the Big Three. The main reason for the low cost was that foreign workers were receiving much lower wages.

(2) The number of U.S. Car age consumers was increasing. The whole market was exploding.

(3) The number of two-car families was increasing due to the expanding prosperity of the country.

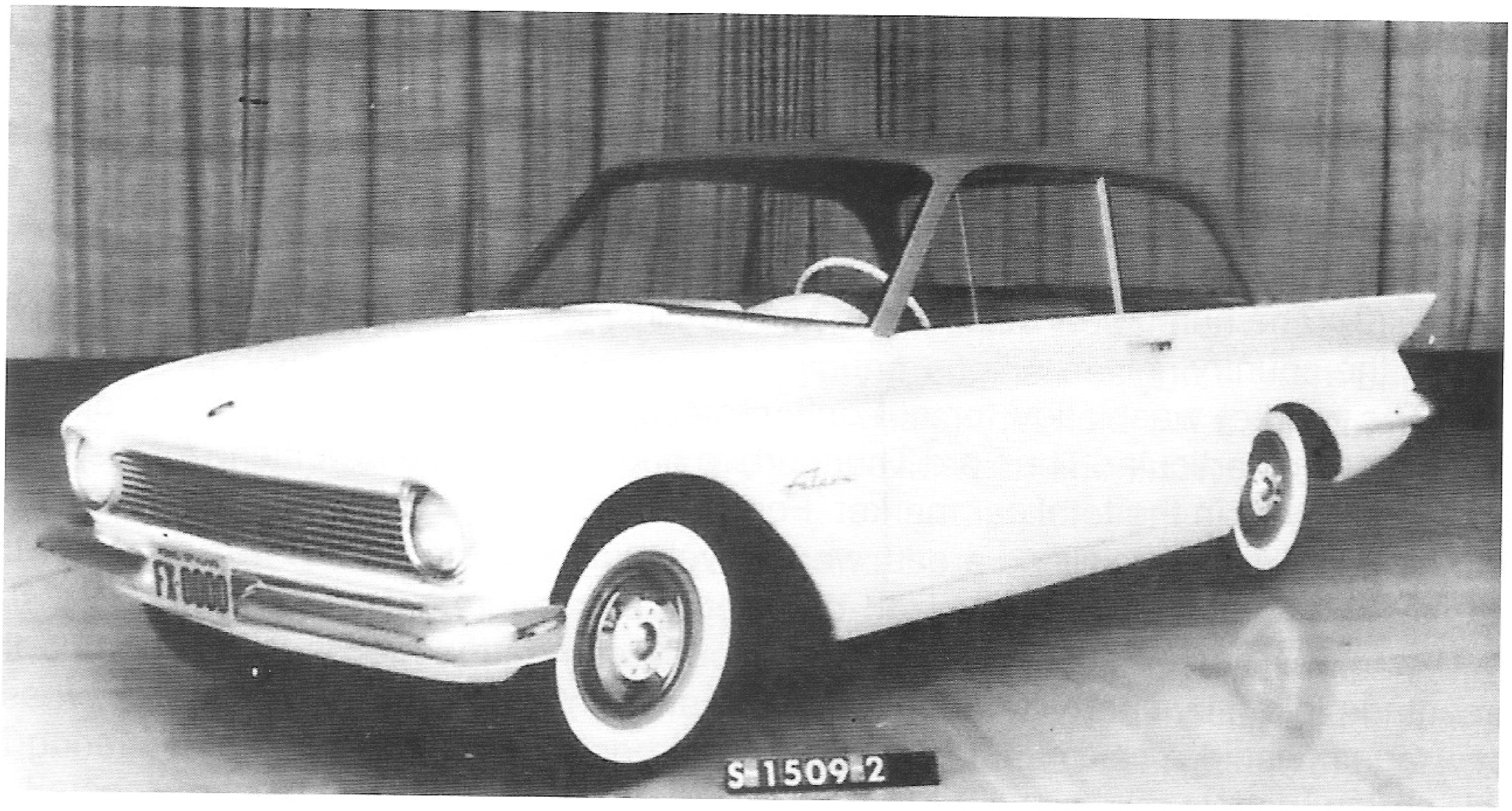
The market was ready for not only more cars in general, but for more different kinds of cars in particular. The Ford Thunderbird had pioneered a new niche for a specialized personal car in the total car market. Ford was making money on the four passenger 'Bird. New kinds of specialized areas were developing and the market was ready for the compact car—a car priced and sized between the small import and the standard size Big Three. The percentage of the market given to standard sedans was falling and the percentage taken by sporty cars, convertibles, and station wagons was on the increase. Never again would a car manufacturer be able to get by on one wheelbase offering for basic sedan models.

The Falcon was a product designed to fit this greater market variety. It filled the economy component at Ford. Soon this new compact also became diversified. Station wagons were introduced, then sporty models, then convertibles, and even V-8 with four on the floor models made their appearance. This was a complete reversal in market roles for the Falcon. It had been introduced to meet the market needs for a basic vehicle and it was put into the new found automobile glamour market. This flirting with glamour became too big for Falcon to handle and, also, it's undoing as king of the compacts.

On the one hand it evolved into the sporty Mustang to satisfy the glamour portion of the market, and on the other hand, the base car was restyled after the 1963 model in such a manner that it no longer appealed to the economy buyer. Its trend to bigger, heavier, and costlier designs eventually led to the demise of the Falcon name, just nineteen months after the Corvair was built. Ford of Argentina is still building the original Falcon. It could still be sold in the U.S. as a basic economy car.

1950's TRENDS

The standard Big Three cars of the early 1950's were also the standard low-priced cars. They each came in one wheelbase, had a limited number of options, and were considered the volume cars of the industry. At mid-decade the demand for more power, bigger, longer, wider, and costlier cars, as well as for more power accessories increased at a rate that the car makers were pressed to satisfy. Just a few years earlier, power steering, power brakes, and power windows were found only on luxury cars. Now the Big Three were offering those powers and even air conditioning was available on Fords in 1955. The horsepower race was on and even though a six cylinder engine could be optioned on each of the standard size cars, the performances of the six cylinder powered vehicles

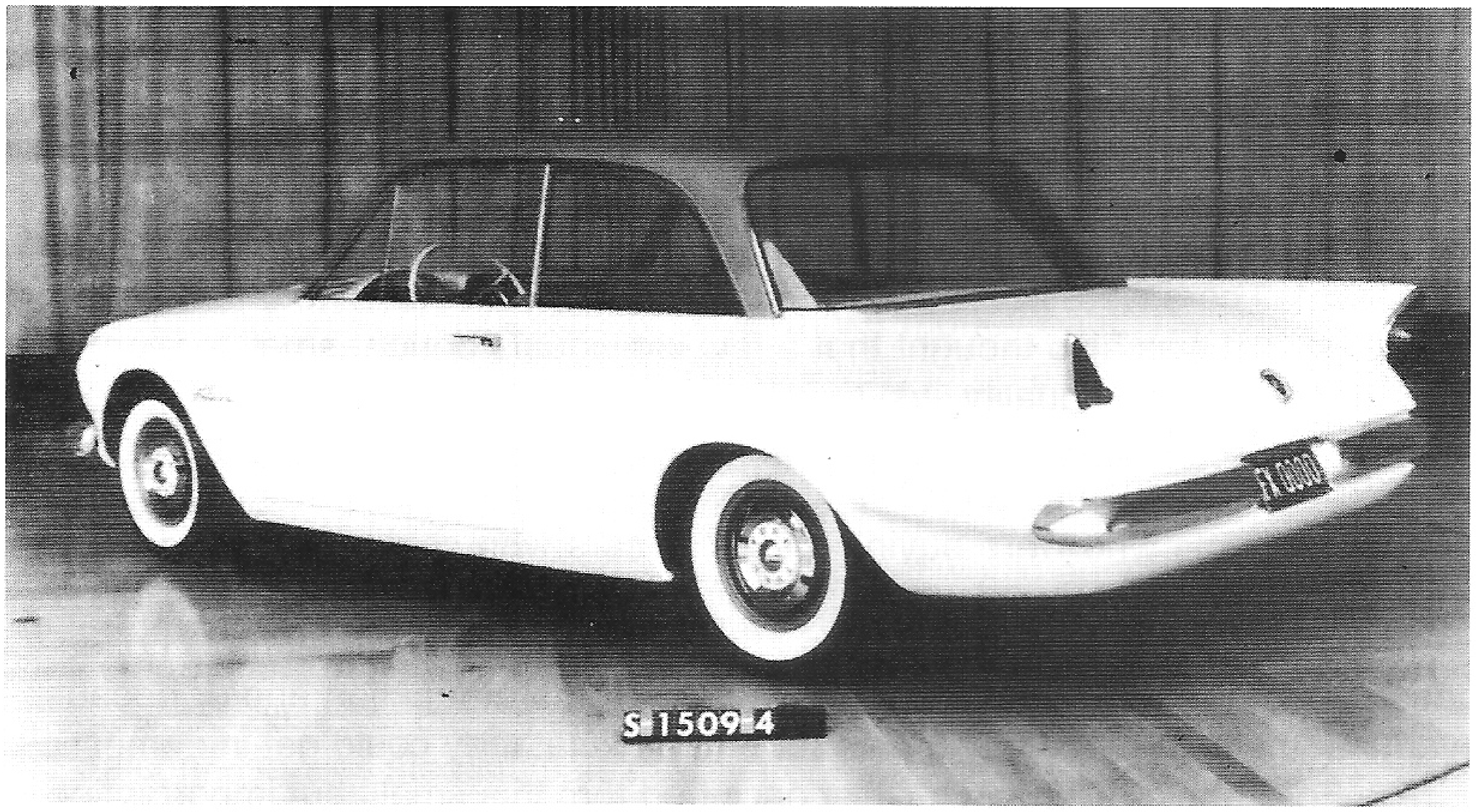


This was the first proposal assigned the name "Falcon". 1-16-58 was decreasing and the image of those cars was falling drastically. This left an increasing void for an economy car as the horsepower and size race continued into the late '50's. By 1957 the Ford Division had two distinct wheelbase line of cars.

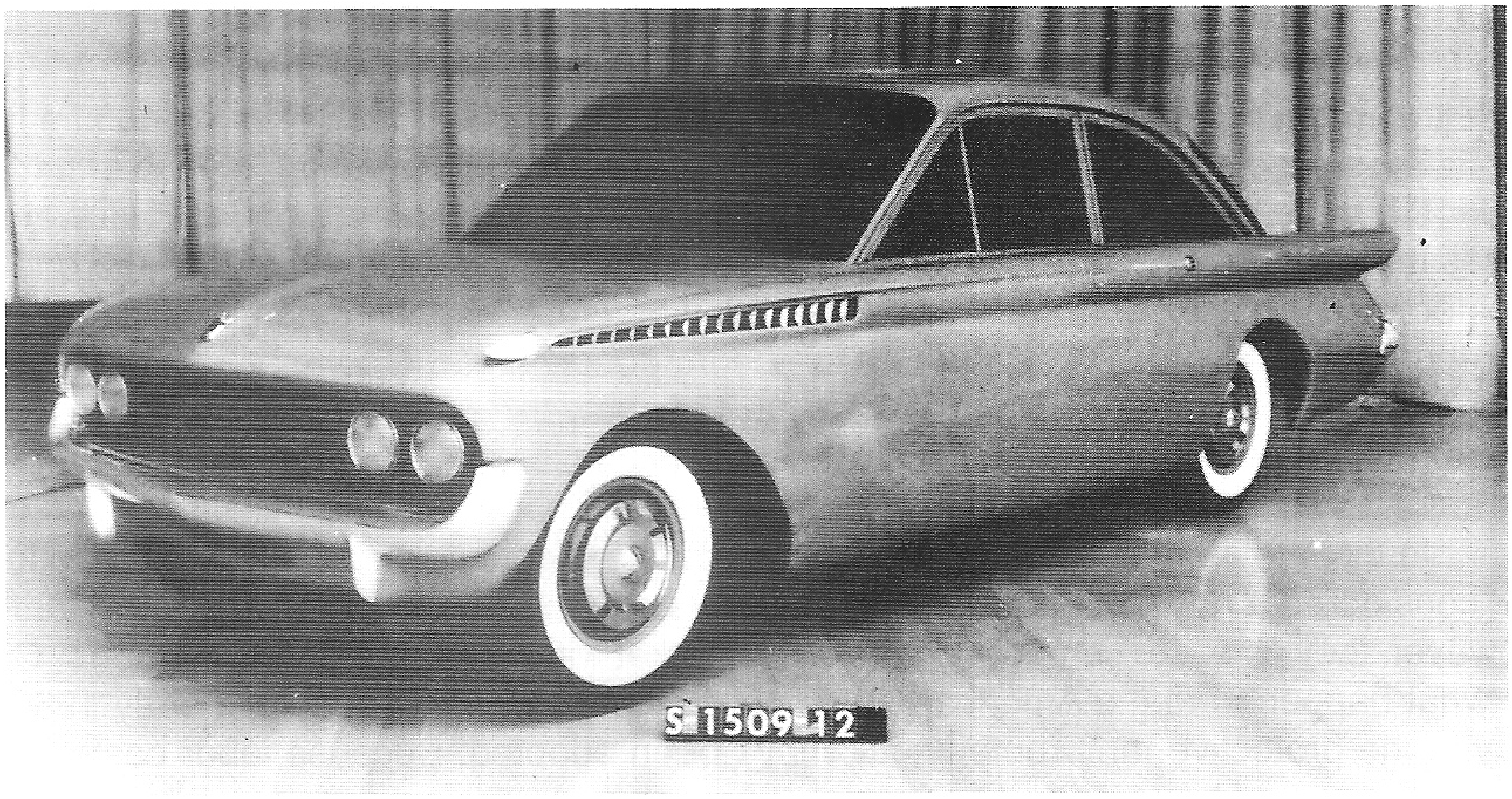
Due to their large sales volume, the low-priced three were able to keep their prices under the mid-sized cars of the industry while offering virtually the same car. However, prices through the mid to late '50's did increase, due mainly to inflation, and by the end of the decade the low-priced three could not compete price wise with the growing number of imported cars. The market was ripe for the introduction of the compacts in late 1959. There had been a sales slump in 1958—the Eisenhower recession—and even at under 30¢ a gallon, people were becoming fuel conscious. Car maintenance costs were also increasing.

In the late 1950's, when the number of imported cars sold in the U.S. was no longer considered a novelty, the U.S. manufacturers could have asked for protective tariffs. However, they chose to compete on the open market with the foreign manufacturers. Given what happened to the American automobile industry in the 1970's and early 1980's, maybe the protective tariff route should have been adopted. Because labor costs were almost the same for a compact as for a standard size car, the only savings in making the small car was in materials. The American manufacturer's profit was also diminished on the smaller cars.

In 1959, even though the compact cars were considered a breakthrough in design/cost efficiency, it was never seriously believed that this size car would ever become a mainstay of the U.S. auto market. The standard size Big Three car was scheduled to remain as the provider for the bulk of the industry volume.



The "Falcon" prototype had the roof line that was used on the 1960 Falcon. 1-16-58



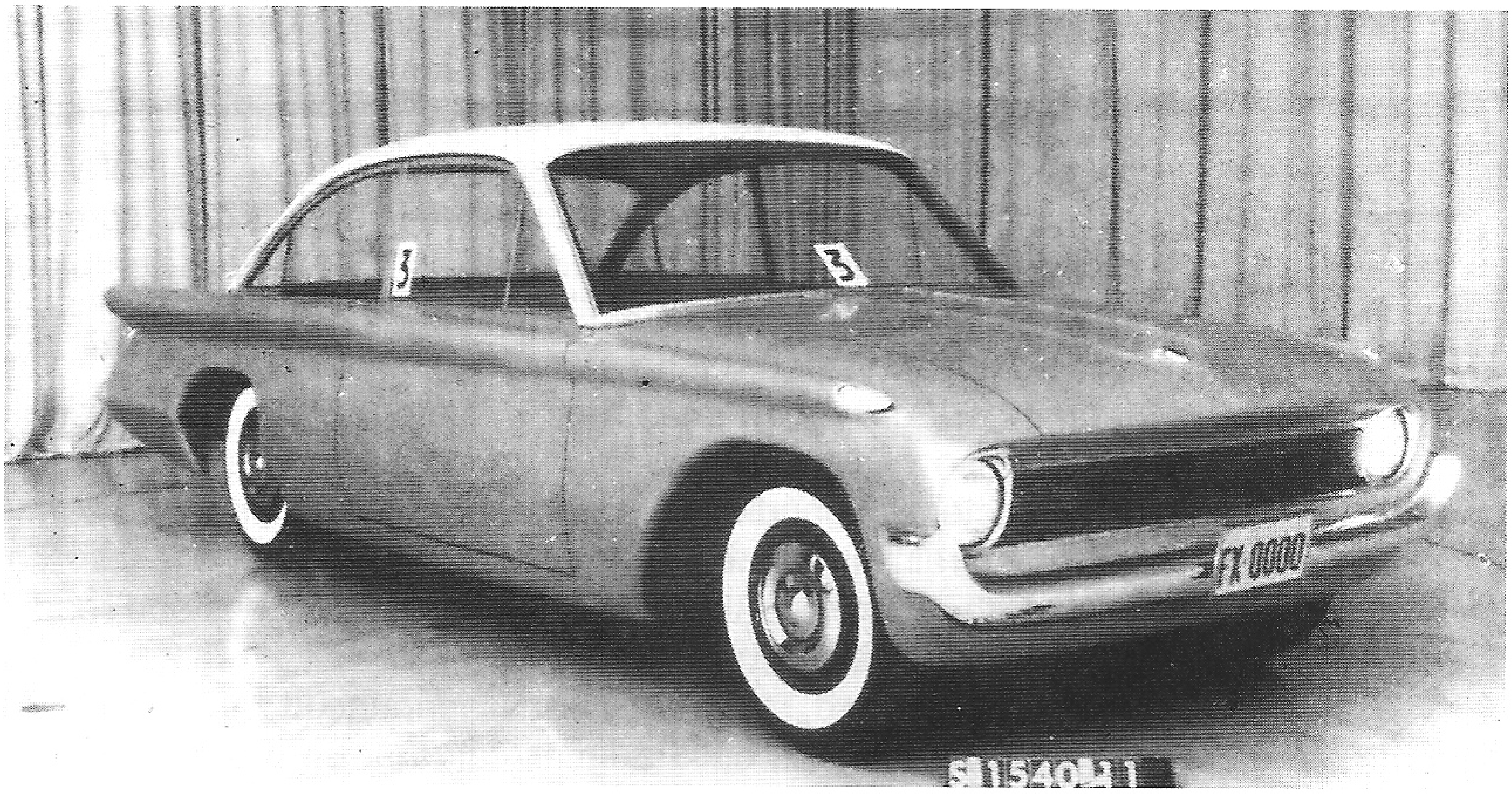
Proposed Ford compact car prototype. 1-16-58

CREATING A CAR FROM RESEARCH DATA

The Ford Falcon was the creature of Robert S. McNamara, Vice President of Ford Car and Truck Division of the Ford Motor Company. He had visualized and specified a product that would offer maximum value to the customer for the lowest possible cost. This was a unique concept for the automobile industry in the late 1950's. It was much at variance with the prevailing predominance of style, luxury, glamour, and status symbol design patterns. When Mr. McNamara was made Assistant General Manager of Ford Division in 1952, he immediately initiated the organization of a Market Research Unit. One of the first projects he asked them to undertake was to examine the character of buyers of the small cars. Volkswagen was the only imported car of any significance at that time. McNamara was interested in what type of individual was buying the Volkswagen. It was a common assumption at that time, before the Ford Market Research Unit undertook their study, that small cars were being purchased by people who could not afford larger, more expensive cars. It was also thought that a few individuals bought small foreign cars just as an expression of individuality, just to be different.

The Ford Market Research Unit found that there indeed were some individualists who bought small cars, but after those were subtracted out, that there was a very important group of people who were buying the small cars who could afford larger and more expensive cars. Many of these were professional individuals—lawyers, doctors, professors—individuals who clearly could have afforded a larger car if they had chosen to buy it. These buyers felt that the small car was the epitome of function and/or because they believed that the cost/benefit ratio was superior to what they could get in domestic cars.

The Ford Market Research Unit concluded that this small, but important segment of the U.S. automobile market deserved watching. They determined that the buyers of



The production Falcon windshield design shows in this proposal. 1-27-58

small cars were very intelligent people and that they were buying on the criteria of function and cost-benefit. The unit further concluded that if a few intelligent people were buying on that basis, then other intelligent people would also buy on that basis and that this potential market should be watched. The Ford Motor Company management did watch this market. As the years went by they found that this market they had described in 1952 did grow. It grew slowly but steadily. Even though most Americans still wanted very large, nonfunctional cars, this market for functional cars was increasing.

By 1956, the thinking of Ford management was that it would be possible to build a car that would be acceptable to this functional thinking, intelligent car buyer, and also appeal to a percentage of the large car buyers. Such a vehicle would be a compromise between the small Volkswagen size car and the standard size Ford, Chevrolet, and Plymouth. This was the origin of the "compact car" designation. Ford management concluded from the studies that there was a potential market for such a car, and that if it were planned properly, Ford Motor Company could make money on it. The resulting car was the Falcon and Ford Motor Company did make a very large amount of money on it.

The Falcon was not developed just as an answer to foreign competition but was a response to a market that Ford saw out there. This market did include some of the small foreign car buyers, but also, included buyers of the large Fords, Chevrolets, and Plymouths. Ford's goal, then, was to develop a car that would appeal to most of the small foreign car buyers and at the same time draw off some buyers of large Chevrolets and Plymouths and, thus, increase Ford's overall share of the market. This did happen but after the sales successes of the '60 and '61 models, some of Ford's management believed that the Falcon also was stealing sales away from the full sized Ford.

Ford began the Falcon Project without influence from their domestic competition. The Falcon was developed to meet that small car buyer segment of the U.S. automobile market that their Market Research Unit had isolated and studied for several years. Ford management was not influenced by whatever intelligence reports they had on Chrysler and General Motors products. Ford started ahead of their domestic competition on the compact car development and would have built the Falcon whether or not General Motors or Chrysler marketed a similar car. (As it turns out, all three of The Big Three compacts were introduced in October 1959. Falcon soon outsold Corvair and Valiant combined). Ford management claimed that they were concerned about the small car impact on the American market than was either Chrysler or General Motors.

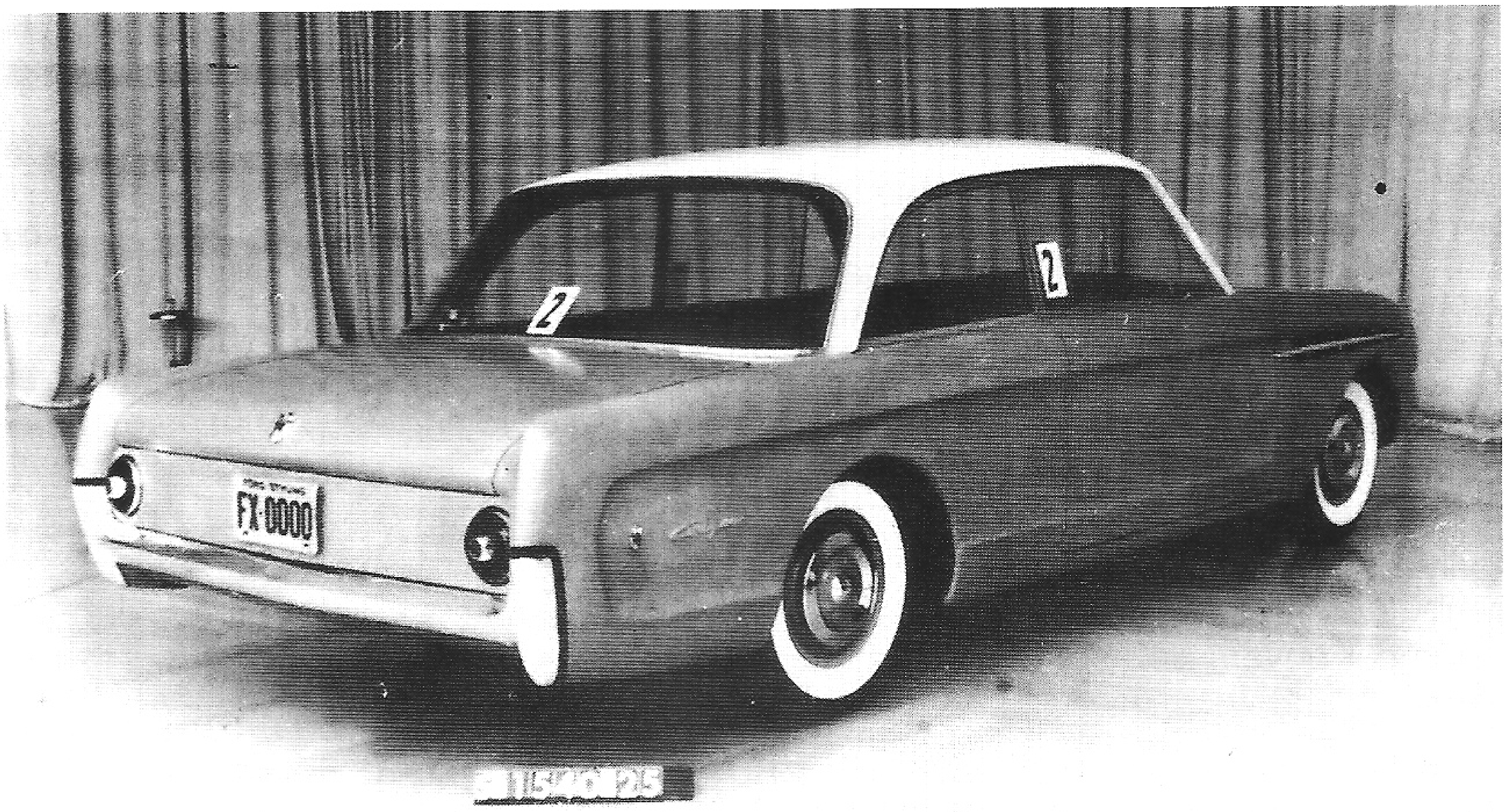
The advanced planners at Ford next turned their attention to trying to determine what kind of car would fit their research conclusions for a compact car. They had to determine what the operating characteristics and costs would be, what its riding and comfort levels would be, and what drive train components would be needed.

A Ford executive stated that Ford and the U.S. automobile industry stood ready to produce any kind of new car to serve the public's needs.

As late as December 1957, Ford Motor Company announced through Mr. McNamara that the company had no plans to build a small car, that Ford of England was supplying all the small cars the Ford Company needed. This was a smoke screen for the competition because Ford had committed itself to the production of the Falcon in March 1957.

MORE FEASIBILITY STUDIES

Thousands of Americans were interviewed about car preferences and, it was abundantly clear that gasoline economy was the overriding important consideration when buying



A proposal called Cougar. 1-27-58

a small car. The next preference was for a lower purchase price, although studies showed that a significant number of people would buy the smaller car even if it cost the same as the standard Big Three counterpart.

Who would buy a compact car?

(1) Those who already would buy a six-cylinder, standard transmission car.

(2) The upper income level who wanted a more functional car. They wanted the economy car for a second car.

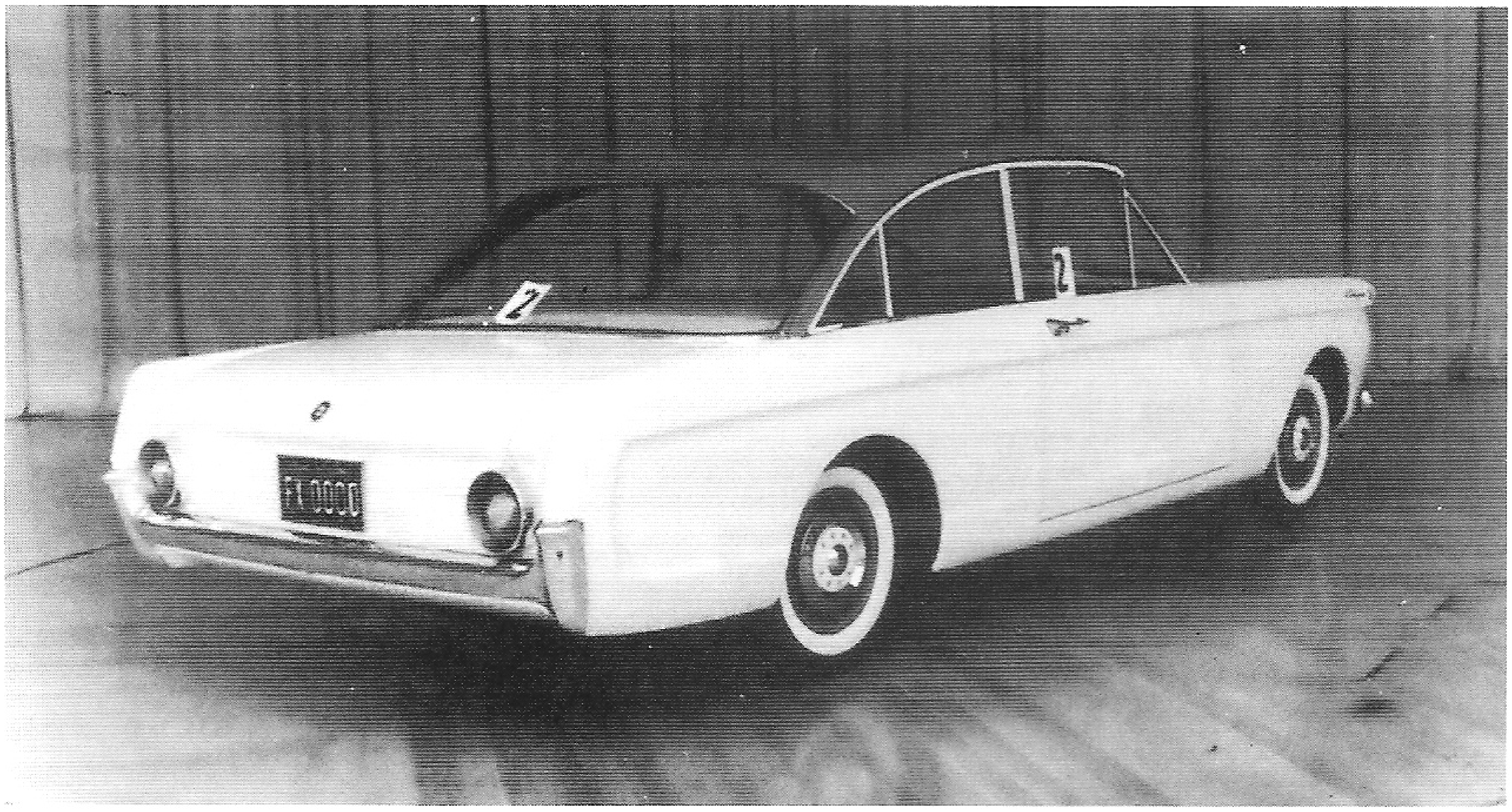
Surveys indicated that an economy car between the size of the Volkswagen and the standard size car would appeal to three times as many people as would an American car the size of a Volkswagen.

THE PAPER CARS

By March 1957, when the Ford Motor Company committed itself to build the Falcon, the research surveys showed that the potential market for which the Falcon was being designed had doubled since the early surveys in 1952. They seemed more than ever on target.

The Falcon was code named the “19XK Thunderbird” to confuse the competition. Rumor had it to be a six cylinder, two passenger Thunderbird.

The size of the car, number of cylinders, price, and market entry date had not yet been set. These factors had to be determined by designing several “paper cars” that would answer the data gathered by the surveys. A “paper car” is composed of a four or five inch thick three-ring notebook describing a theoretical vehicle. The costs of every piece are included.



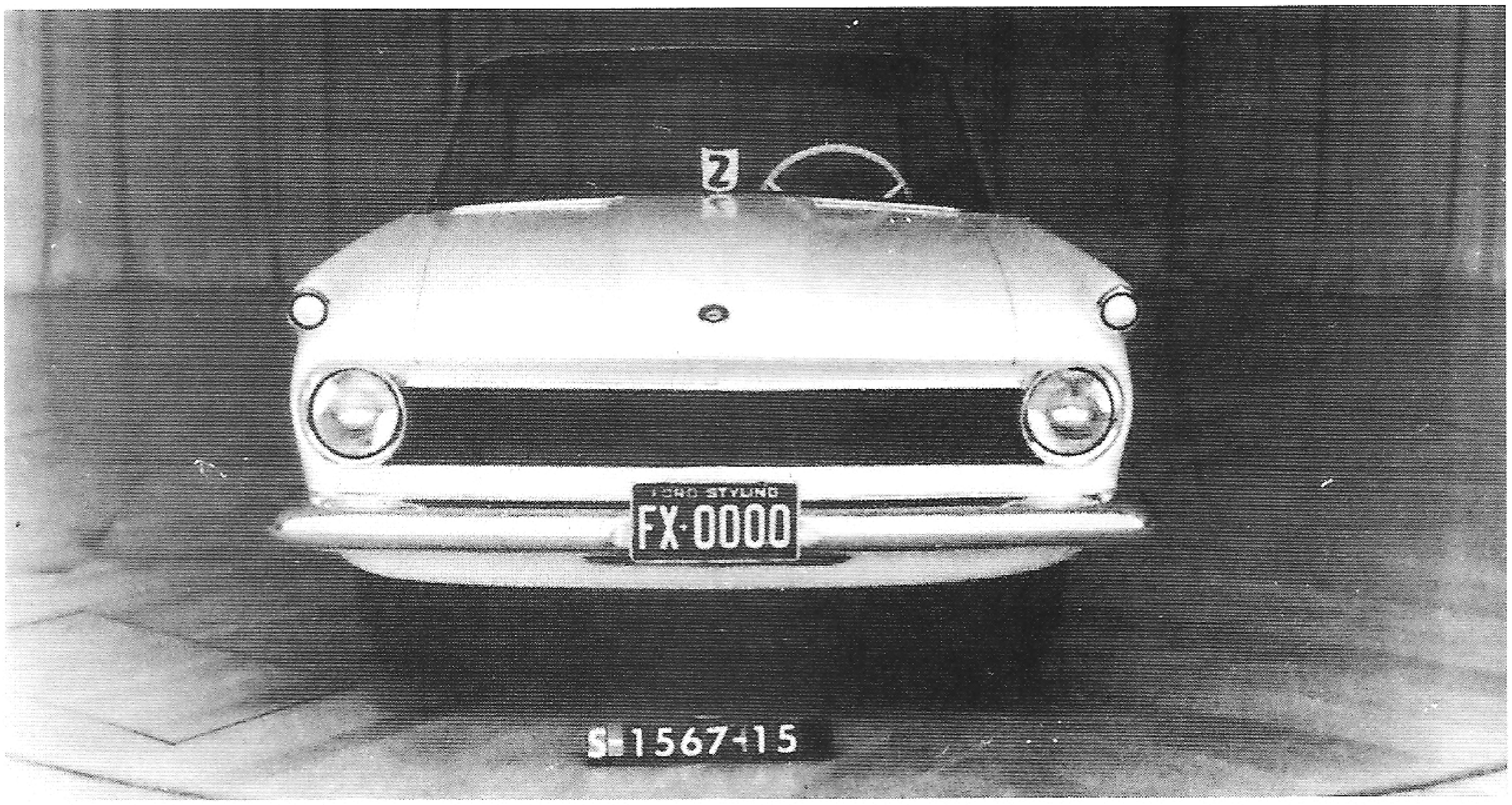
Another Cougar version. 2-7-58

Again the potential customer surveys showed that the car must seat five people, have a trunk that would carry at least three suitcases and have a total car weight of at least 2,000 pounds. A lesser car would not be purchased by the American public. The surveys showed that this targeted market did not want an experimental car—no exotic engine or transmissions, no front wheel drive or rear engine placement. They wanted a smaller, but very similar car to the standard Ford, Chevy, or Plymouth. They wanted that kind of reliability, performance, road-ability, but better fuel economy. In short the American motoring public "wanted its cake and eat it too". Many indicated that an automatic transmission was essential—that they did not wish to return to shifting gears.

The five basic "paper cars" that were investigated were:

(1) Four cylinders, 1,700 pounds, four passengers.
(2) Four cylinders, 2,000 pounds, five passengers.
(3) Four cylinders, 2,200 pounds, five passengers.
(4) Six cylinders, 2,200 pounds, five passengers.
(5) Six cylinders, 2,400 pounds, six passengers.

The big question that had to be answered, was the Falcon going to be a six cylinder or four cylinder car? At first the four cylinder was chosen by the Advanced Planning Team and by Ford Management. The engineers balked and tried to sell the six cylinder OHV engine. It was pointed out that Americans were not big on downshifting and that a four cylinder engine with a three speed shifter was not a good combination. Even if the cost of developing a four speed transmission were not considered, the American public was not ready for a four cylinder, four speed transmission combination. (This combination did not appear at Ford until the '71 Pinto). The six cylinder had more lugging power and was more compatible with both the three speed manual transmission and with the two speed Fordomatic automatic transmission. The 6 used more gasoline, weighed slightly



Cougar front end. Cougar was one of three final design proposals for the 1960 Falcon.
2-7-58

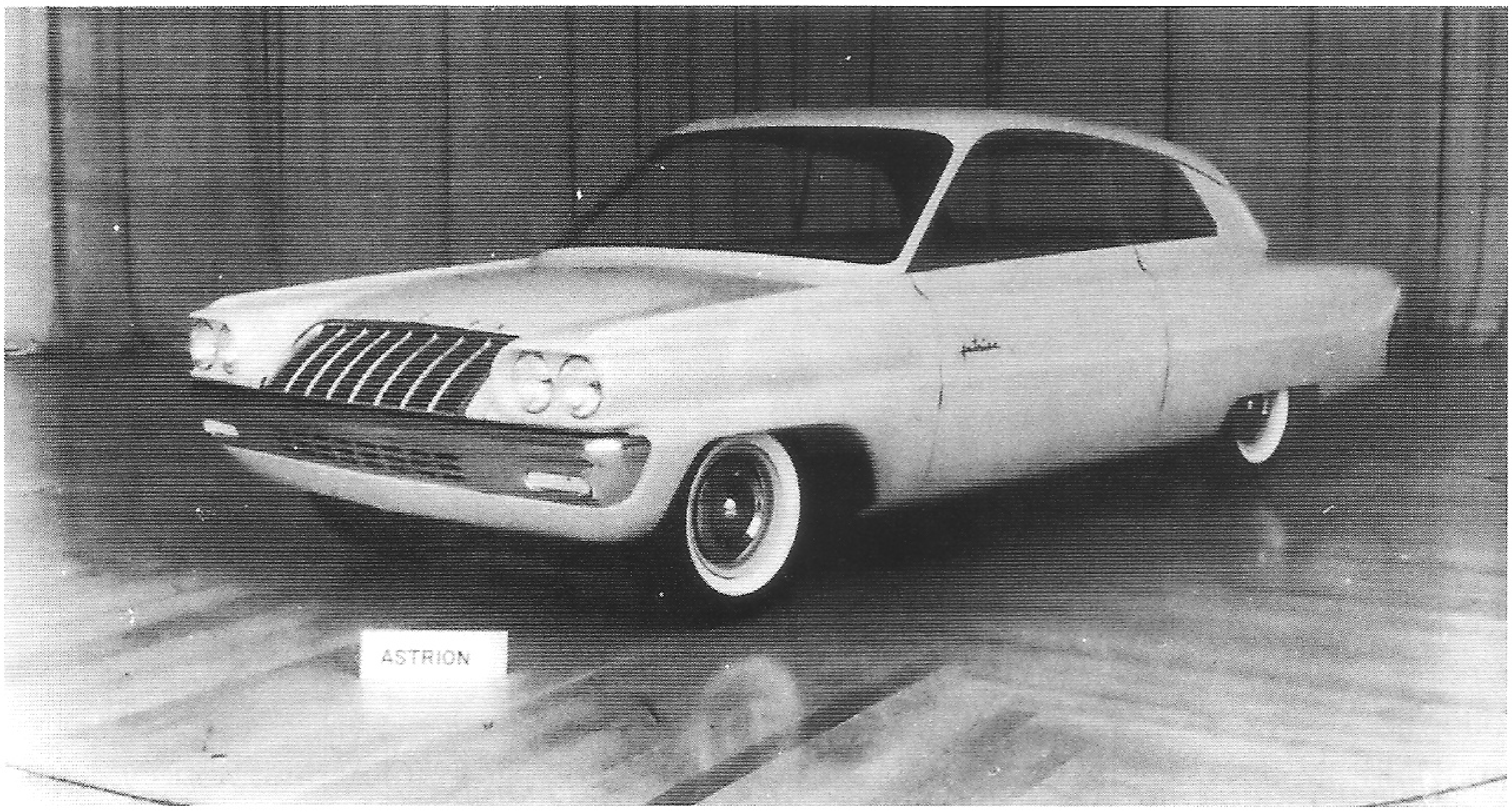
more, and cost more to build. But after test driving four and six cylinder prototypes, the 19XK team settled on the six. The next decision was to decide between the 2,200 pound five passenger and 2,400 six passenger, six cylinder cars. Again the surveys were studied and the conclusion was that the six passenger car was what people wanted. So the "paper car" calling for a six cylinder 2,400 pound car was selected to be built. The original Falcon came in at 2,366 pounds, curb weight.

Early in 1958, the production date, originally set for 1960, was moved up to late 1959. The Falcon was to be introduced as a 1960 model instead of a 1961. The work on the 19XK was accelerated. The accelerated pressure was shown in the daily notebook of one of the advanced planners. Before the go-ahead was given, his entries were made day by day. After the go-ahead, they were dated by the hour.

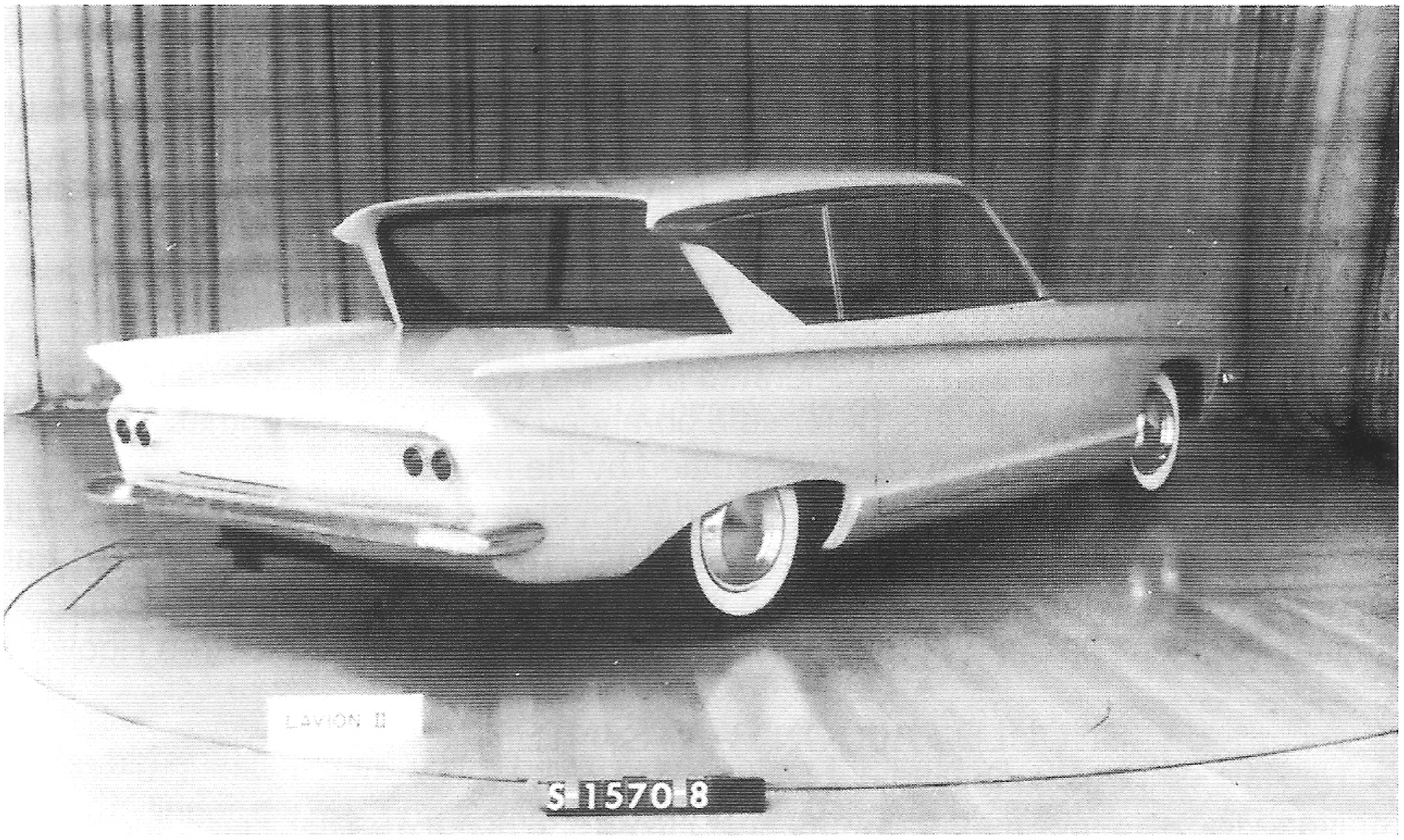
The Falcon planners were young and did not always obey company format or the prevailing automobile industry established thinking. The late Jack Hooven, Head Engineer of the Falcon Project, said, "They accomplished things because no one had told them that it couldn't be done." (The late Jack Hooven was not related to Fred Hooven.)

SHOULD FALCON PARTS INTERCHANGE?

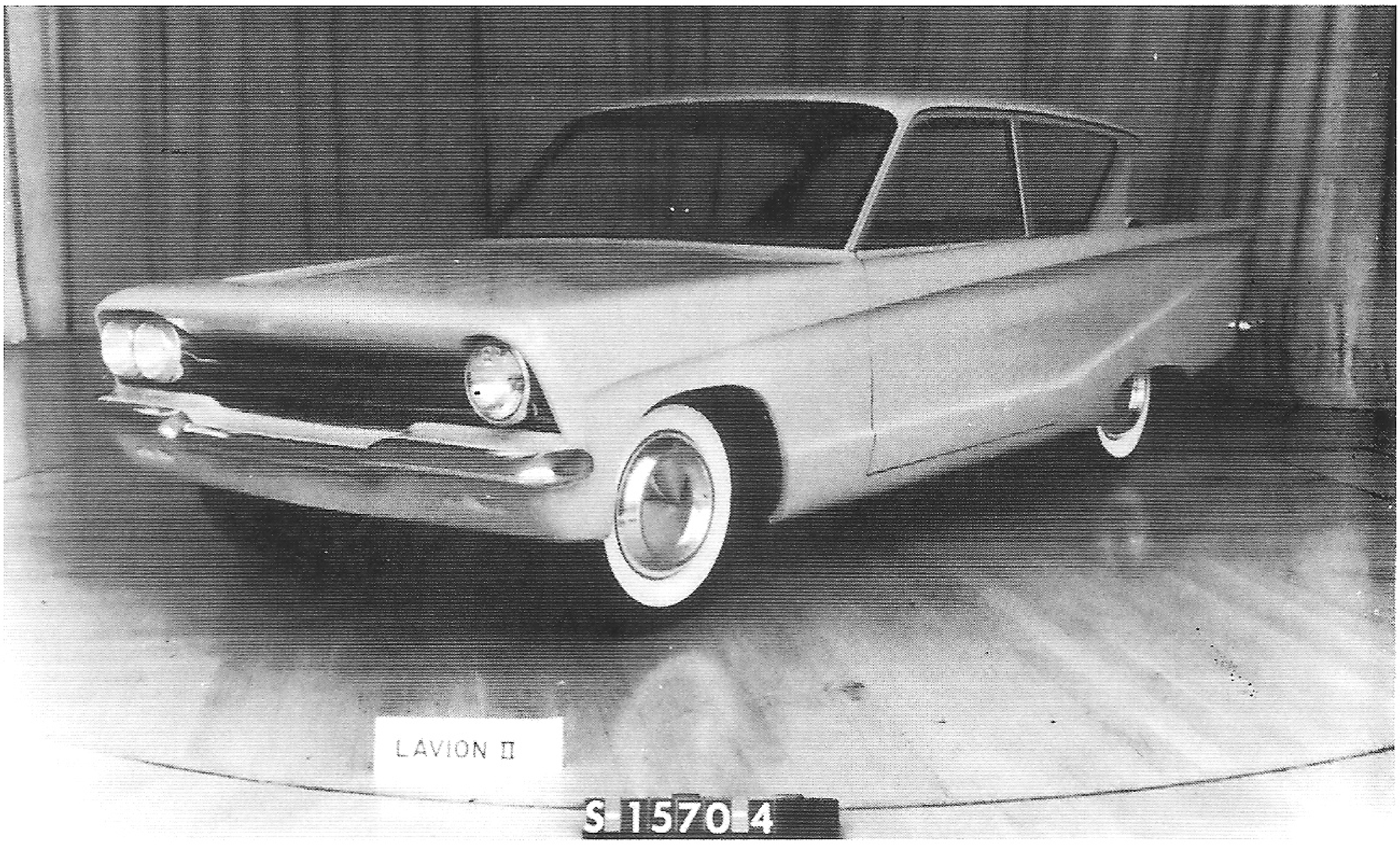
In order to have complete control over the design of the new car it was decided that no parts had to interchange with any other Ford product. This meant higher tooling costs and parts investment for both Ford and the 7,000 Ford dealers. Every part that went into the Falcon could thus be designed especially for it.



"Astrion" never reached production. *2-7-58*



The '60 Comet rear came from the Lavion II. 2-7-58



It was difficult at that time to decide on dual or single head lamps. 2-7-58

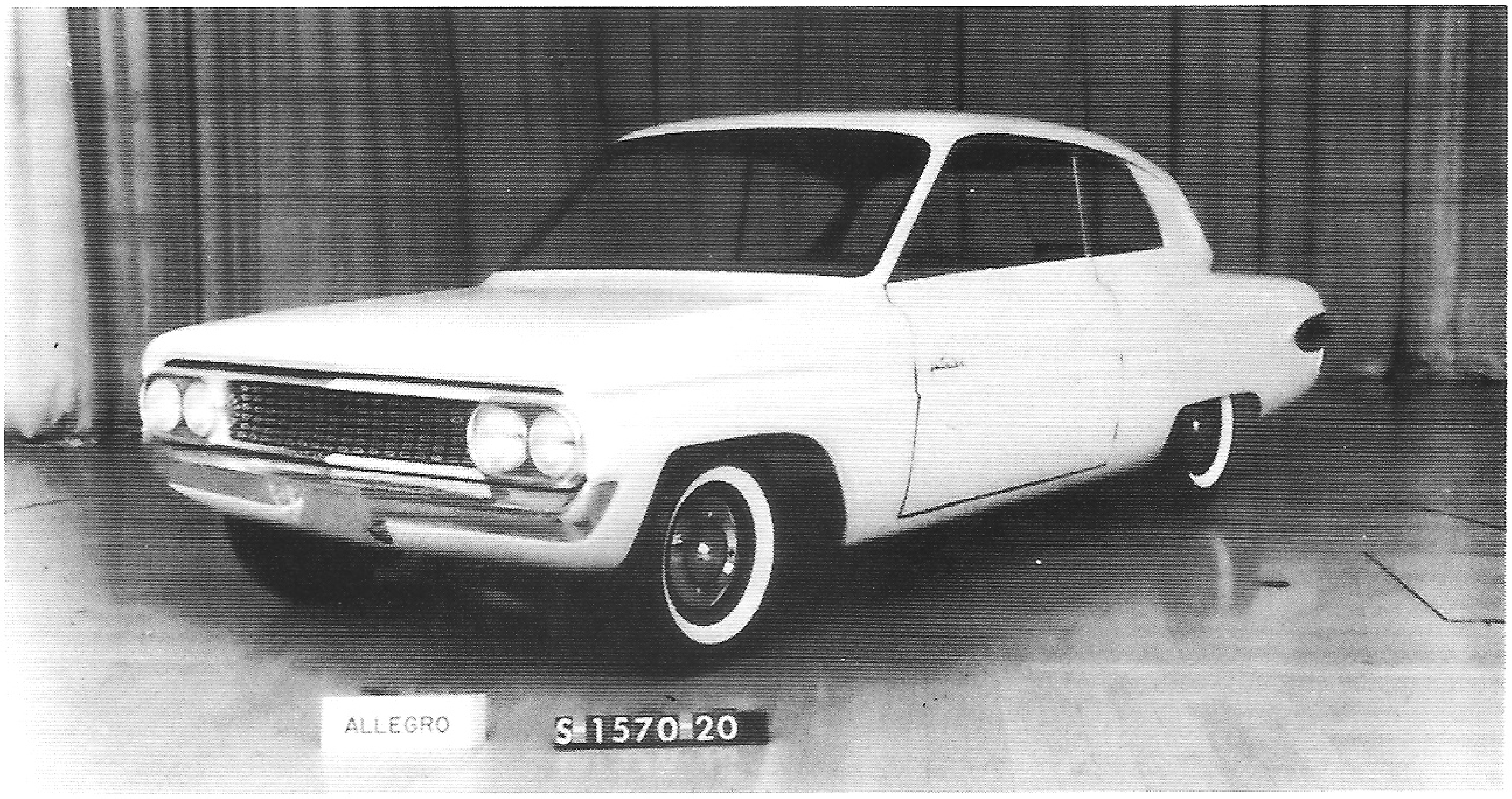
Astrion presented a heavy image for a compact car. 2-7-58

FALCON ENGINE RESEARCH AND DEVELOPMENT

Every type of small car engine was studied for its strengths and weaknesses. Ford researchers experimented with aluminum block engines for necessary durability needed. Cast iron cylinder sleeves were tried and rejected. (Ten years later the Chevrolet Vega used iron sleeves in an aluminum block and the public rejected it). An aluminum block would have saved 50 pounds and, at that time, it was determined that it would not be feasible to use an aluminum block. Falcon did use aluminum in the flywheel housing, the transmission extension, and in the pistons.

Ford publicity materials at the time of the Falcon's introduction made numerous claims for the front engine-rear drive configuration. Of course by this time (summer 1959) it was well known that the Corvair would be using the radical approach in engine design and placement. Ford extolled the use of the cast iron block front mounted conventional engine. Any air-cooled engine would need an aluminum block, would be noisy, and would necessitate the use of a fuel burning heater. Over the years Ford Research had experimented with and rejected the aluminum block, the air-cooled engine, and the rear engine placement. Ford publicity gave the impression that all the radical approaches had been thoroughly tried by Ford and that the conventional engine design and placement was best at this time.

However, there is evidence to indicate that there was heavy pressure in Ford management to imitate Chevrolet and Volkswagen and go with the radical rear engine concept. The Executive Engineer for Advanced Car Engineering, Frederick J. Hooven, refused the pressure for rear engine placement in the Falcon, and "cited the directional instability and crash vulnerability as incurable defects." Fred Hooven sold Mr. McNamara and other members of Ford management on the conventional engine placement.

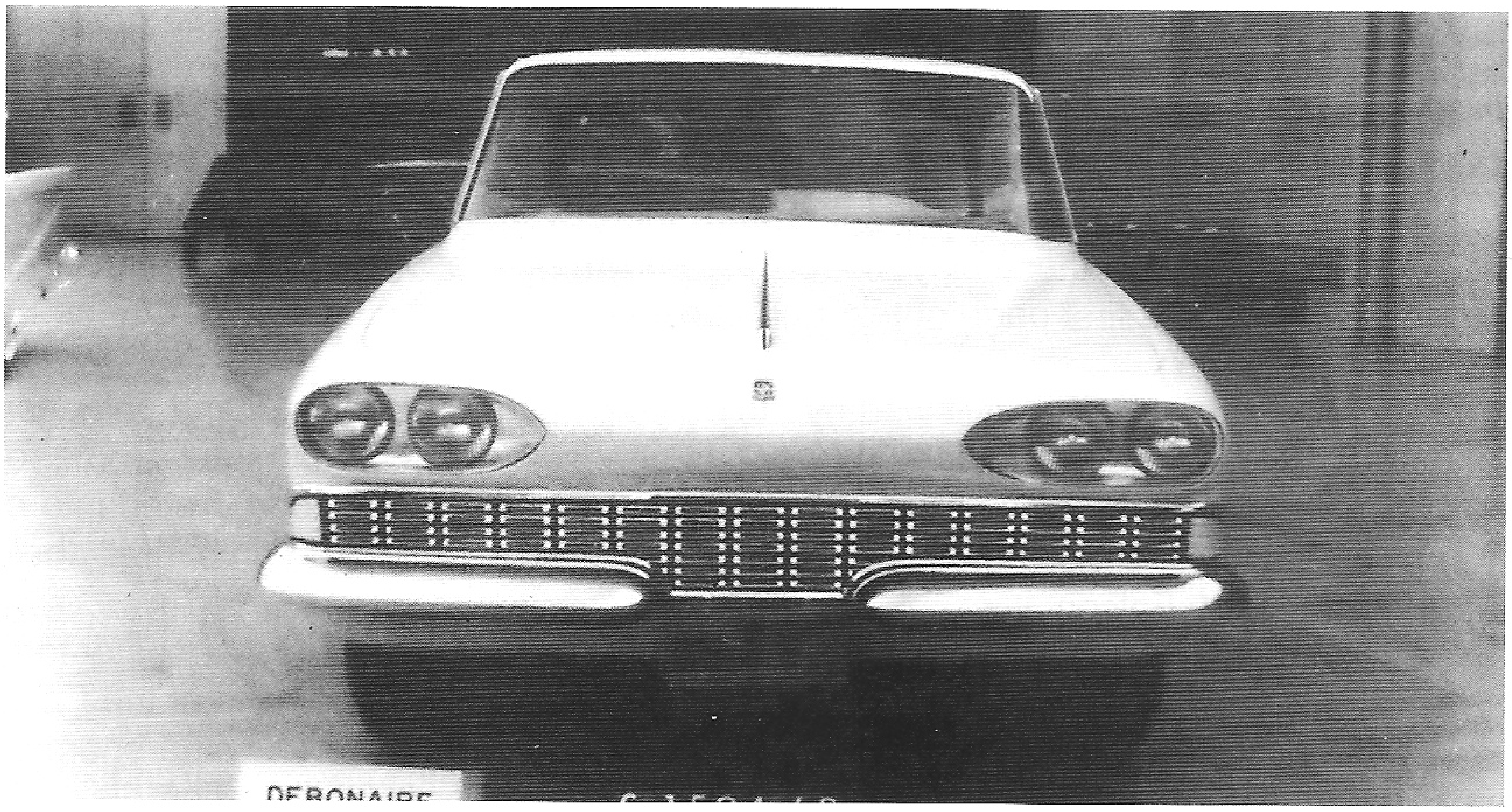


The Allegro name was used on many Ford Division proposals. 2-7-58

Ford publicists recalled research done in the early days of the company by Henry Ford on rear engine vehicles. The stability factor was well known even those days. Mr. Ford experimented with a rear engine, rear steering design, and with a rear engine, all four wheel design. None worked.

A front wheel drive configuration was also rejected for the Falcon as being too complicated for that time. However, Ford did successfully market a front wheel drive car in Germany beginning in 1961. It was being developed for the American and European markets by Ford of Germany at the same time that Falcon was being developed here. It was marketed as the Taunus in Germany and would have been called the Cardinal in this country. The car was equal to the Volkswagen Beetle in size but had better passenger room. It also was more fuel efficient than the Volkswagen. The car was approved by management for joint U.S. and German production. It would have added another dimension to Ford's product line, which coupled with the introduction of the Falcon, would have made Ford very strong in the small and compact car market. The U.S. production of the Cardinal was canceled at the last instant when it was found that it, although smaller than the Falcon, would have cost slightly more to produce. This was due to the necessary engineering and tooling costs for the front drive components. The Ford Fiesta and Escort of the late 1970's finally brought this American-European concept into the U.S. Market. The Taunus was successfully exported by Ford of Germany to other European countries.

The engine developed to power the new Falcon was of a new design of a conventional overhead valve in-line six cylinder configuration. It was designed for simplicity, long life, and low maintenance. It was an over-square bore stroke ratio design. The diameter of the bore (3.50 in.) was greater than the distance the piston moved or stroke. The stroke was only 2.50 inches. The total volume displaced by the six cylinders was approximately 144.32 cubic inch or simply the 144 engine. The Falcon engine pioneered the casting of the head and intake manifold as a single piece. This reduced the number of covers, gaskets, and bolts needed. The engine was termed a "dry engine" due to this integral head and intake manifold. The oil is sealed in and air, dust, and moisture are sealed out.



Another proposal lost in the photograph file. 2-17-58

FALCON'S UNITIZED BODY

In 1957 Ford engineering research under Executive Engineer for Advanced Car Engineering, Fred Hooven, developed a functional equivalent of a 1957 full sized Ford. It was 900 pounds lighter and could have cost $150 less than the current production '57 Ford. Mr. Hooven called it an "honest car". Much of the weight saving came from a radical frame-body connecting concept. According to Fred Hooven, body-frame cars and unitized cars at that time differed only in that the unitized designs simply had the body and frame welded together. Under Mr. Hooven, an engineer named Jesse Richards, realized that a body is so much stiffer than a frame just because of the body's much greater depth. So that when a body and frame were buttoned together, the body would take the loads away. The frame was mostly unnecessary. So they simply left the frame out, except for the attachment points for the various chassis components. They built a "cobbled car" to prove that the weight saving was not at the sacrifice of structural integrity. The application, though satisfactory, was not included in future big Fords as Mr. Hooven had intended. However, much of this weight saving research on unit body cars did show up in the Falcon under body.

Zinc coated steel was used in the Falcon under body for rust proofing key strength bearing components. The zinc coated steel resisted rust and also could be easily welded. Ford engineers were more concerned about the rust problem because of the unit body construction. If the under body structural members rusted through, the car would sag, the doors would not close with resulting potential safety problems.

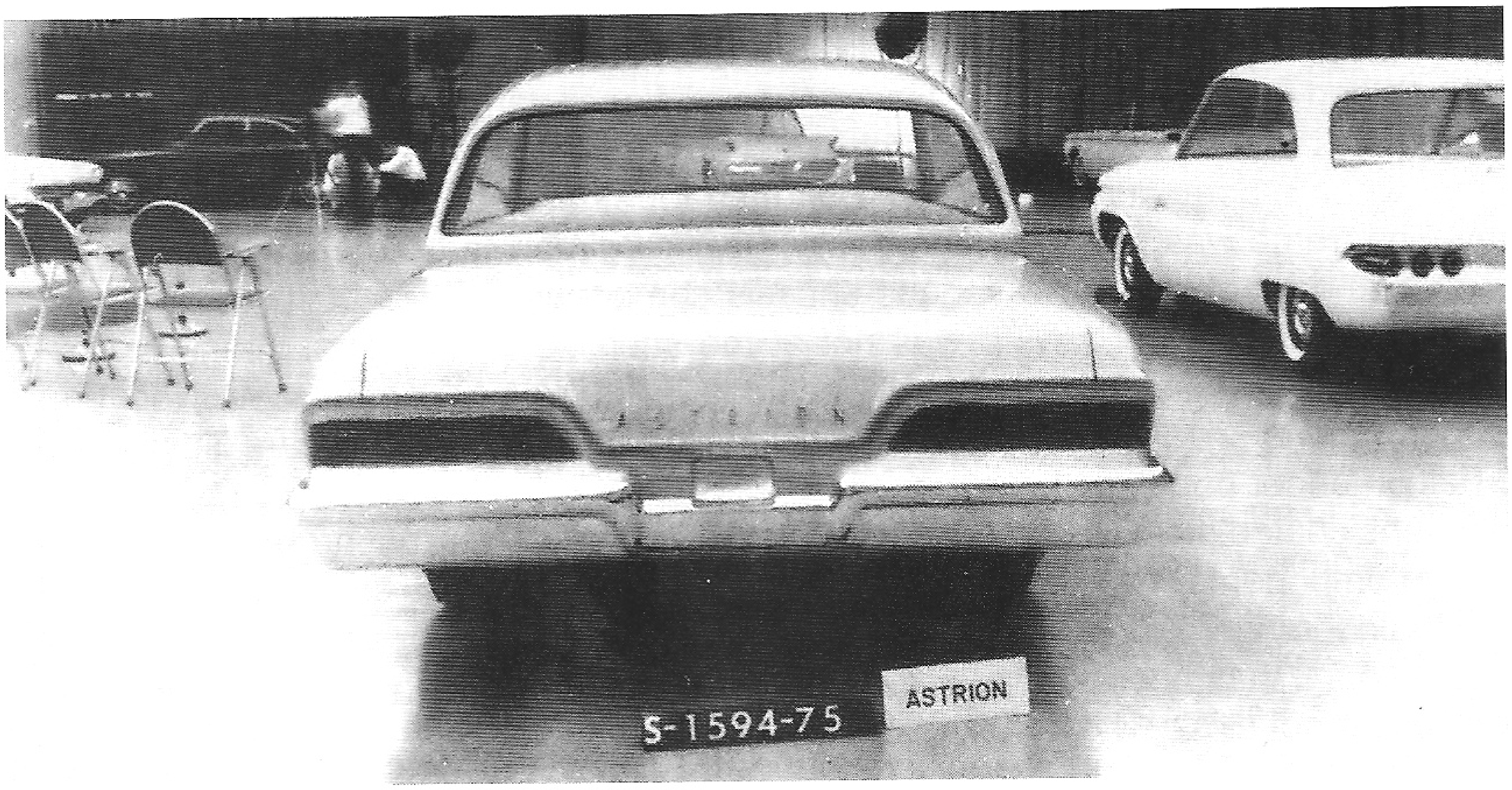
STYLING THE FALCON

Ideas for Falcon's styling came from the Market Research Unit's findings. These ideas first took the form of sketches, then in full-sized color renderings, and finally in full life-size clay models. According to the literature there were 18-20 of these clay models. (Photographs of many of these clay models are shown on these introductory pages. The pictures begin with the first page of text and continue through the interview with the Falcon stylist, Bill Boyer).

The clay models were reviewed by the advance planners, stylists, and engineers. Each of the 18-20 of these clay models was not necessarily rejected in total. Some features, such as roof designs, were taken from one model and were incorporated into another. This process of choosing design features and molding them into an overall design resulted in the 1960 Falcon.

Once the final clay model was accepted, the next step was to build the master forms from which the dies could be made. The process began with master drafts of the Falcon body that were drawn to an accuracy of ten-thousandths of an inch on white enameled aluminum with a gold stylus. The dimensions and profiles for the production dies were taken from these master body drafts. More than 200,000 drawings were needed to carry away all the necessary information to manufacturing and assembly plants.

From the drawings and blueprints, three-dimensional body forms were built of laminated mahogany. These mahogany forms were the master die patterns which served as molds for casting steel dies for the production lines. Before the dies were cast, hand-formed prototype steel bodies were made. These were attached to a chassis and tested for strength in the field and in the laboratory.



There are six different designs in this photograph. They were all developed after Thanksgiving Day, 1957. 2-17-58

DESIGNING THE FALCON

(William P. Boyer is Director of Design Services at the Ford Motor Company Design Center. The interview took place on November 15, 1982.)

MR. BOYER: You are strictly Falcon, aren't you? Not T-Bird? I was going to ask if you were familiar with this book on the T-Bird by Langworth.

PHIL COTTRILL: Yes.

MR. BOYER: OK, that's a good reference book on the Bird and you know the Falcon sort of originated from the Bird.

PHIL COTTRILL: Yes, that's what I wanted to talk to you about.

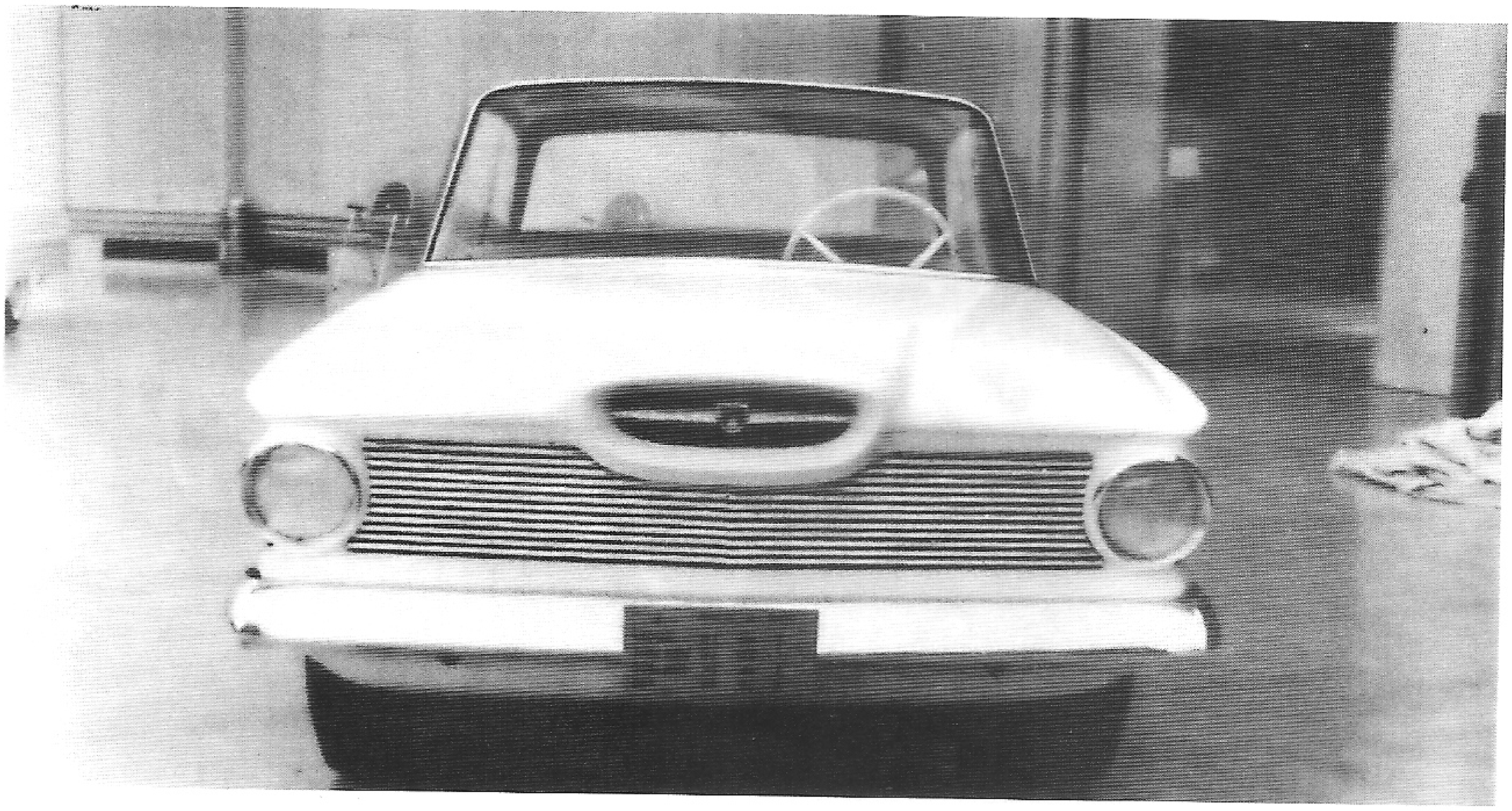
MR. BOYER: It was called X-K T-Bird in its early inception. That was the code name. We always have code names on everything around here so they can't be identified by competition.

PHIL COTTRILL: This was the reason for the XK T-Bird designation—to throw the competition off from thinking that you were developing a compact car?

MR. BOYER: That's right. The T-Bird had sort of a flush of success and became a legend in its own time, so they took the T-Bird group, of which I happened to be the studio manager, and said "Hey, we got to do a car to face off against the VW", and, the incoming small cars of that day. So they took the T-Bird group as the logical one. We really went from those drawings [pointing to drawings on the office wall] and the originals...

PHIL COTTRILL: Oh, there is the Mystère.

MR. BOYER: That's the Mystère show car that we did in the early '50s and those are the original sketches of the '55 Thunderbird, front and rear end sketches are those over there. And so, the fact was that the same design team that did the Bird started on the Falcon and that made it logical to use the XK T-Bird designation.



This Falcon proposal resembles the Studebaker Lark. 3-19-58

PHIL COTTRILL: From your recollection would you say that the impetus for building the Falcon was to compete with imports, or were there rumors that your American competition would be building a compact car?

MR. BOYER: No, definitely to compete with the imports, as I recall it. The only thing that had happened prior to that time was the Henry J. It was a sort of a disaster. It was poorly built and missed the mark somewhat. The Falcon was really a response to competition, I should say foreign competition, more than anything else, because it was a couple of years before GM even responded to Falcon. Their Chevy II came in a couple of years behind Falcon. They were sort of one upped by Ford in that original small car competition.

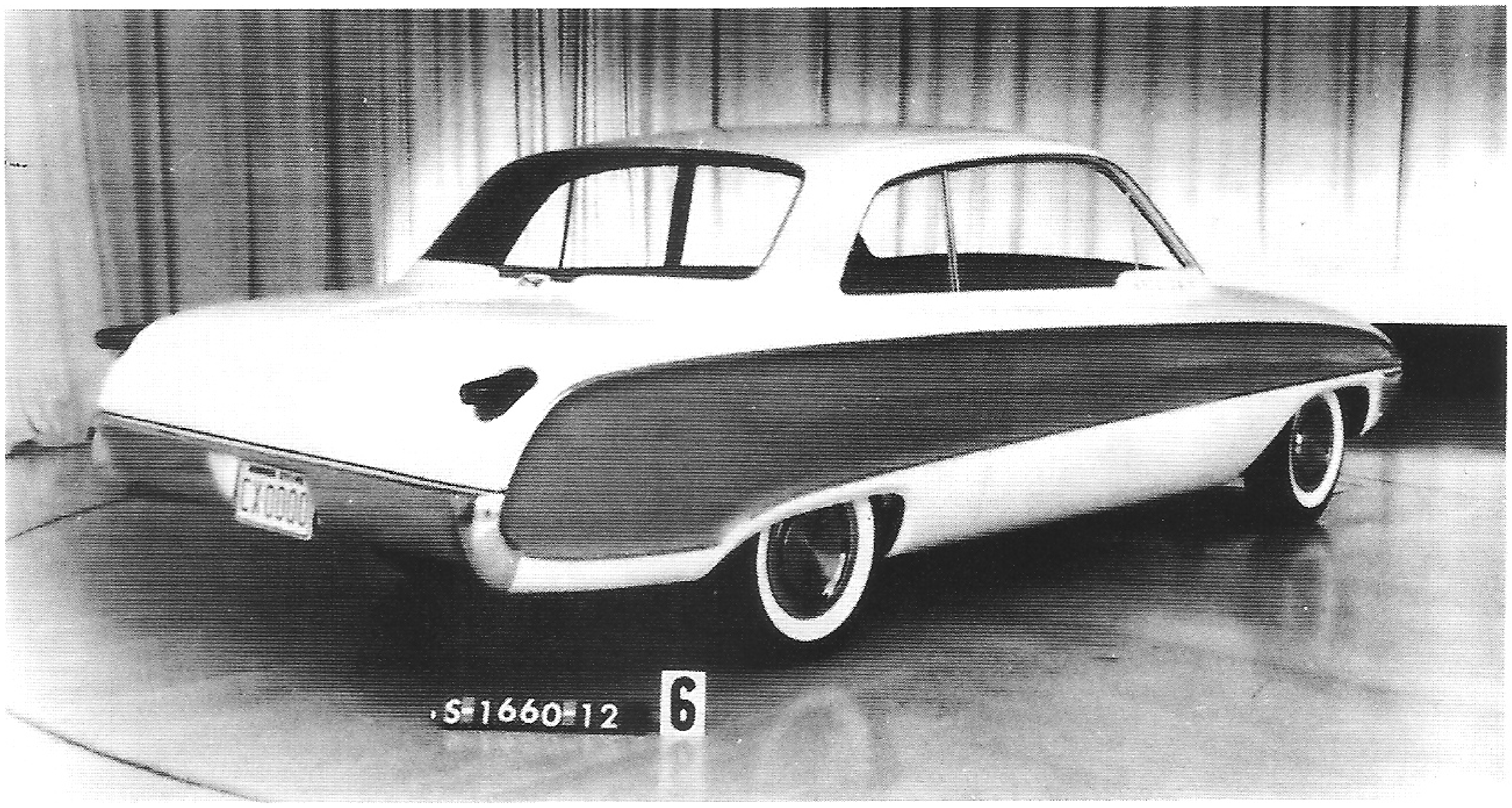
PHIL COTTRILL: Their Corvair just didn't compete?

MR. BOYER: Their Corvair was an exciting concept, but it really missed the mark in terms of providing a really high volume car. The Chevy II was their first real response to a cost effective, low priced car. Corvair was really a VW concept with its rear mounted engine. It tended to be pushed by Ed Cole, almost his pet project. But it seems not to have met the market requirements as well as the more conventional car.

PHIL COTTRILL: From what I have read I was curious when you mentioned that the project was given to the Thunderbird Group as the XK T-Bird project. Was there any reason for that? One would logically think that maybe the small Ford would be developed by the Ford Design Group.

MR. BOYER: Well, you see the Thunderbird was a Ford Division product. At that time we were broken down in the Design Center between divisions. We had Ford Division cars being done by the Ford body development and Ford studios—Interiors and exteriors. Now, in this day and age, we do a body, either as a small car, a light car, a mid-sized car, or a luxury car. These designers do that car for either client, Lincoln-Mercury or Ford. But in that time there was a definite divisional breakdown in one design center, more I would say, for product identity—trying to separate product identity—since we have always had problems between Ford and Lincoln-Mercury of getting enough differential between cars, given the fact that you have a limited budget to work on to change the various components of the car to maintain that divisional identity.

PHIL COTTRILL: I see. I have also read that there were 20 Falcon designs that went to the clay model stage. Is that a large number?



Another proposal with the name Astrion. 5-19-58

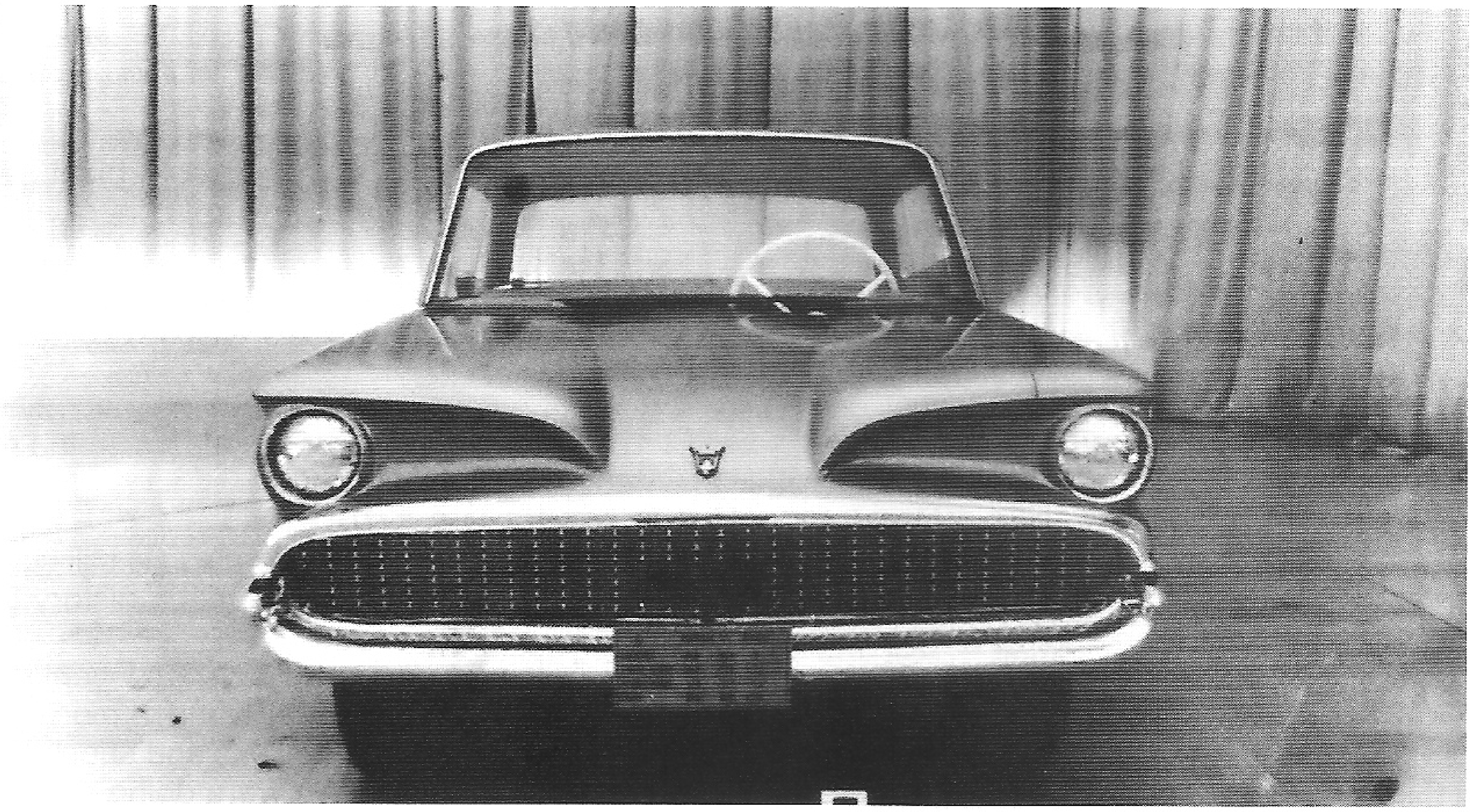
MR. BOYER: For that day and time it was not.

PHIL COTTRILL: It would be for today?

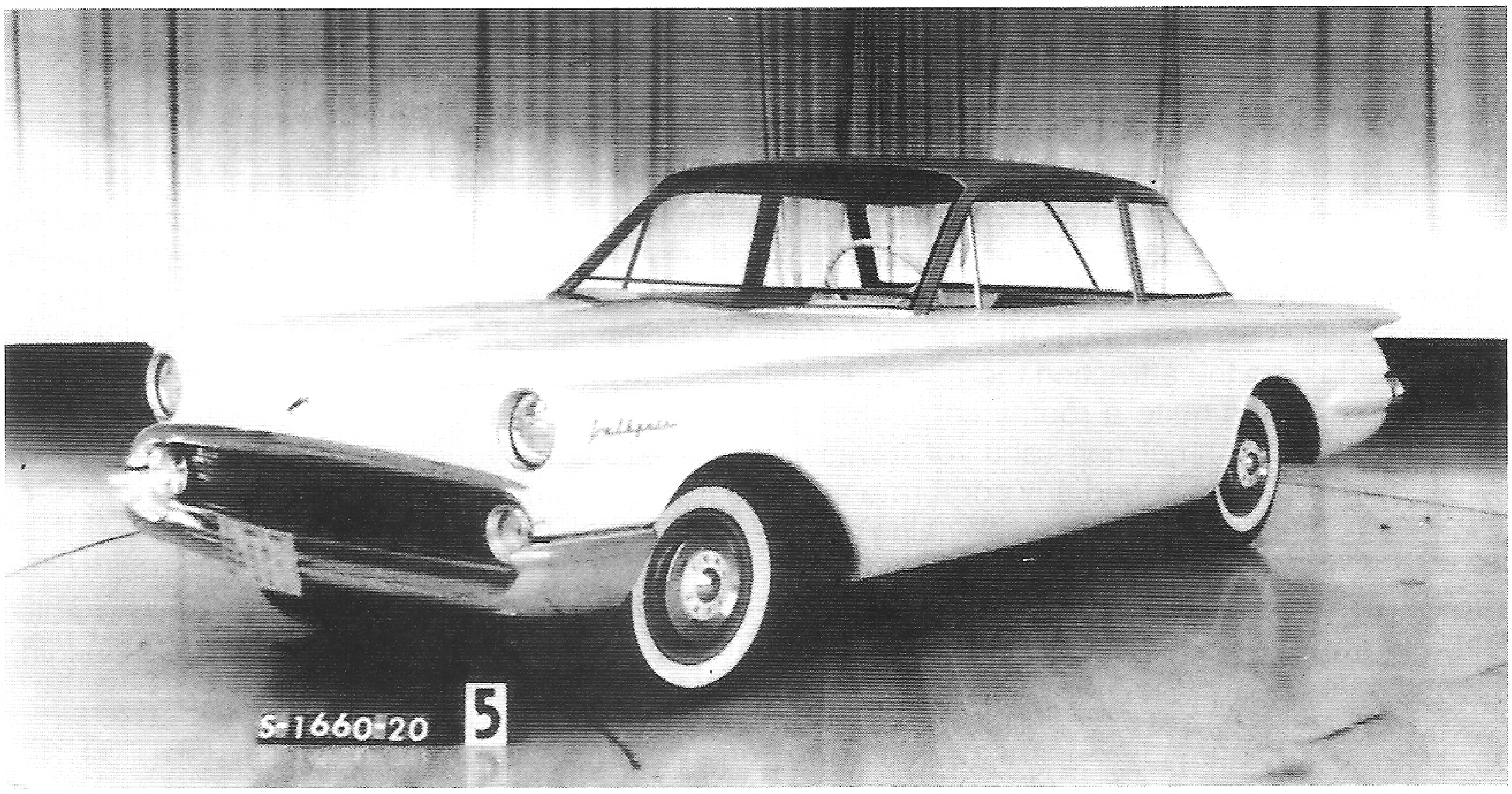
MR. BOYER: Yes, it would be for today. Actually, although there were 20 that we looked at, those 20 were an effort to get engineering and styling at that time to agree on a package. Engineering naturally wanted a high boxy car with high entrance room and a stiff windshield while the designers all wanted a low, sleek, aerodynamic kind of car because we sensed that if you had the engineering approach or the terribly utilitarian type of car, that people would never get into the showroom to look at it or buy it. There wouldn't be the attraction there. So, ultimately we won out, in a sense, but it was a pretty good compromise. It was quite a roomy car; it had good entrance room, good knee room, and shoulder room for that kind of small car—and yet, it was quite soft and aerodynamic for its day—when fuel was 30¢ a gallon and nobody had any corporate average fuel economy worries. In an aerodynamic sense styling was more by intuition than anything else.

PHIL COTTRILL: Over at Ford Photomedia I ran across a publicity photo where they had a Falcon parked in the foreground with each of the company's lines parked behind it, in 1960—a Lincoln, a Mercury, a Ford—and the Falcon comes off very uncluttered and sleek compared to those.

MR. BOYER: Yes, in those days, in 1960, the '60 Ford started as the Quicksilver (a show car). The '60 Lincoln was a giant vehicle—being both the big Lincoln and the Continental. The Continental and the Thunderbird were evolving into their '61 classic Continental-Bird format. The '61 Continental was more of a very rigid or very severe formal kind of concept and the '61 Bird has evolved into almost a missile-like connotation to all its forms. I should add that in the Falcon evolution, there were really three see-through models made. As a matter of fact, the names on the three fiberglass see-through cars, which were the ones that you really begin to evaluate as a real car, we've always had problems with research and management understanding solid clay models with blacked out windows as begin real cars, couldn't really respond to them. It wasn't until we got fiberglass see-through that you began to get a feeling of what the car was really like. The three cars had different themes. One was called Cougar, interestingly enough, one was called Falcon, and one was called Valkyrie. Studio designers



This version of the proposal called Valkyrie resembles the '58 T-Bird front. 4-11-58



The Valkyrie was one of the three final designs selected to become the Falcon. 3-19-58

just named them for identity. And the Falcon name survived. As a matter of fact the XK designation even survived. In 1962 that '60 Falcon tooling was shipped to Australia and the first Falcon in Australia was the XK Falcon. They just picked it up off the drawings that we sent down there. Because you see in Australia it was more like Europe where you didn't have an annual model change. The volume of the cars was such that you had to run them longer periods without a model change. So they didn't tie it to an annual calendar year kind of introduction. It was XK Thunderbird, the designation of the original Falcon. The XB, XC, and XD were the Fairlanes and the GM Holdens all had two letter designations for different models. The first Falcon of all new ilk after XK was an all new body for Falcon about 1970. It was regarded as the XA Falcon, then we had XB Falcon and the XC Falcon. The XB, XC, and XD were the Falcons that evolved when I was down there in Australia as chief designer for several years.

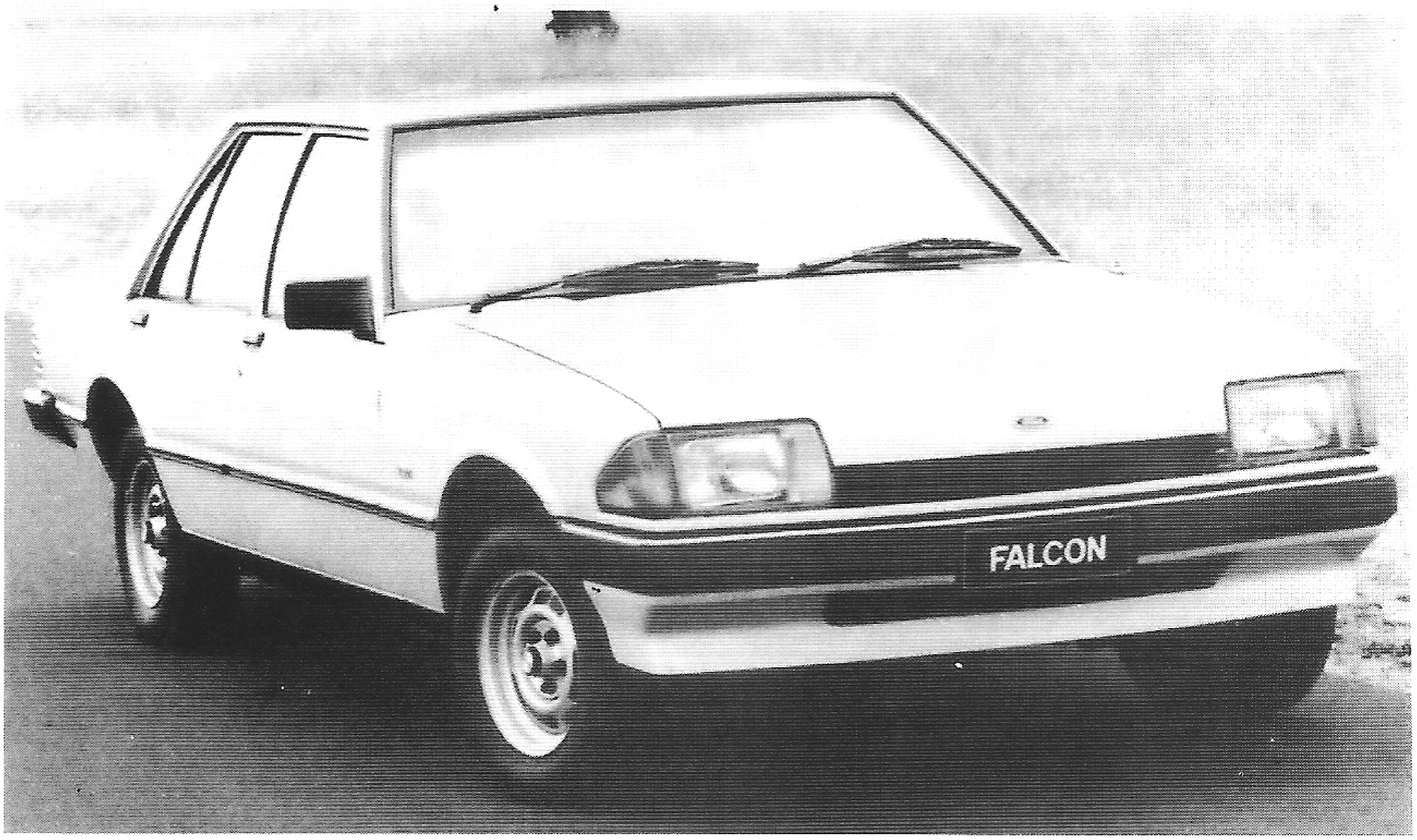
PHIL COTTRILL: I understand that they are still building the original Falcon in Argentina.

MR. BOYER: Yes, it is unbelievable. In Argentina that original Falcon body is still very obvious. The front end and the rear end have been face lifted extensively, the interior trim and instrument panel have been changed substantially, but the basic body style is still running around down there. I think ultimately it will be supplemented by the much more contemporary cars from Brazil—the Corcel and those cars that have been done here in the Design Center in the last few years. But Falcon seems to be a forever car in Argentina.

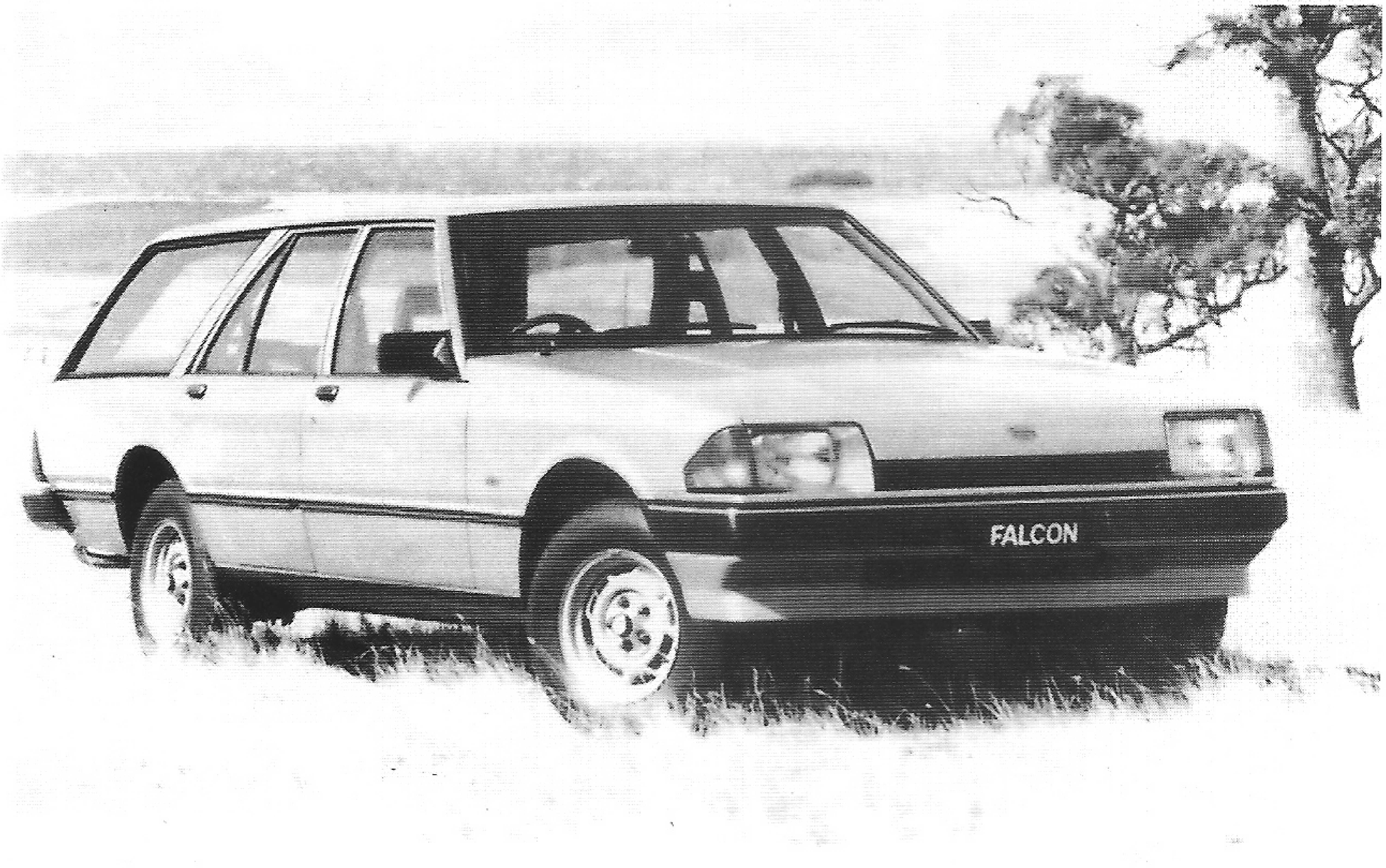
PHIL COTTRILL: I was amused, I saw in the Falcon Club of America newsletter that somebody had referred to the Model T as a very early Falcon. There's more interest out there in Falcons than I realized. I went to their national convention in Memphis last August.

MR. BOYER: Falcon is a great name in Australia, as well as in the U.S., because Falcon is still current down there. The XDXE Falcon was just introduced down there and for the first time in history Ford Australia has market leadership over GM-Holden, GM-H.

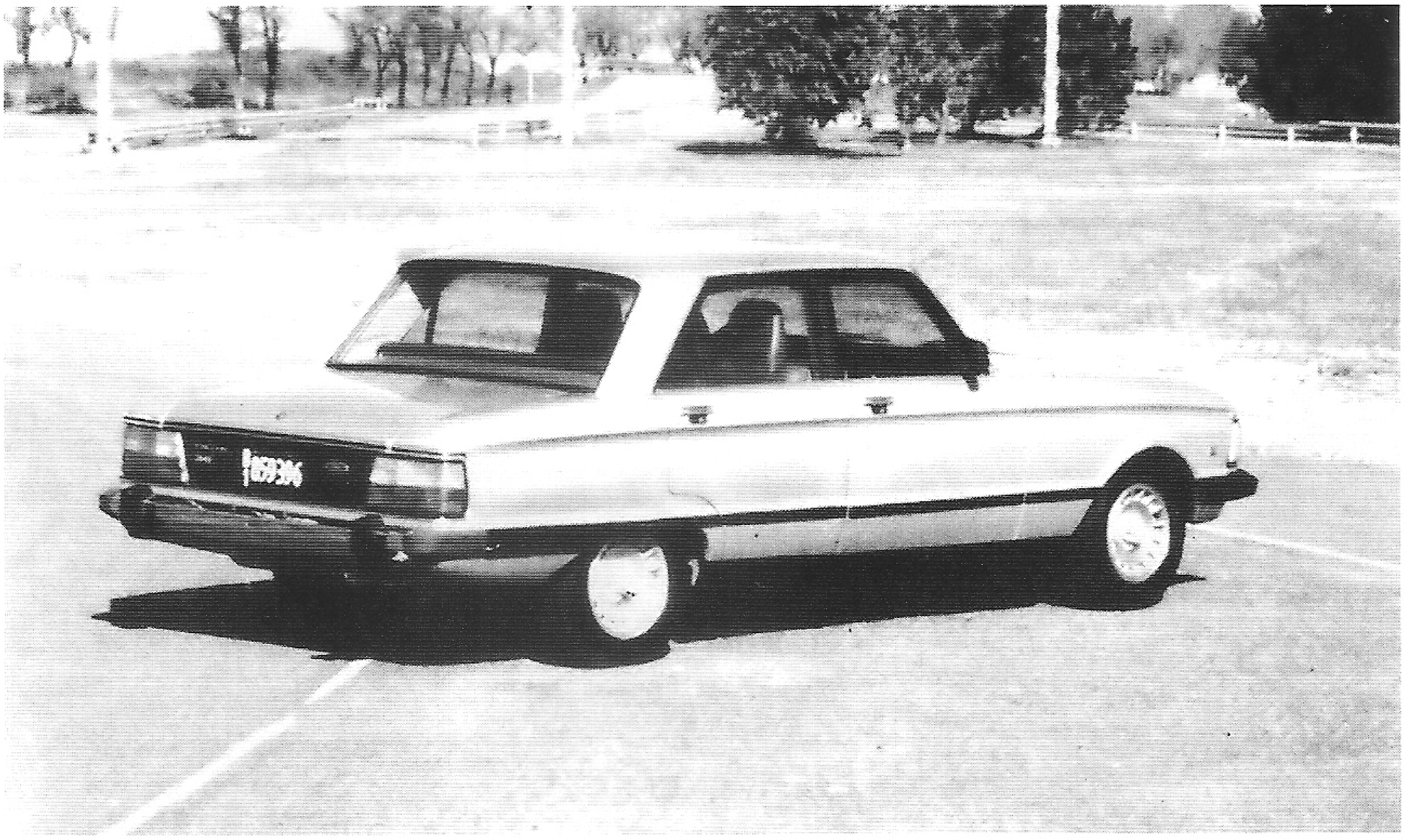
There's a lot of components in that car that came from the original Falcon. When I went down there in 1973 and looked under the hood of a Falcon, all new sheet metal, wider, a much more durable car in terms of coping with the Australian environment, but there were drag links and shock struts and things in there, that man, were just like 1960 Falcon here in the U.S. We were doing that thing in 1957-1958 for 1960 here in the design center and I was down in Australia 15 years later and a lot



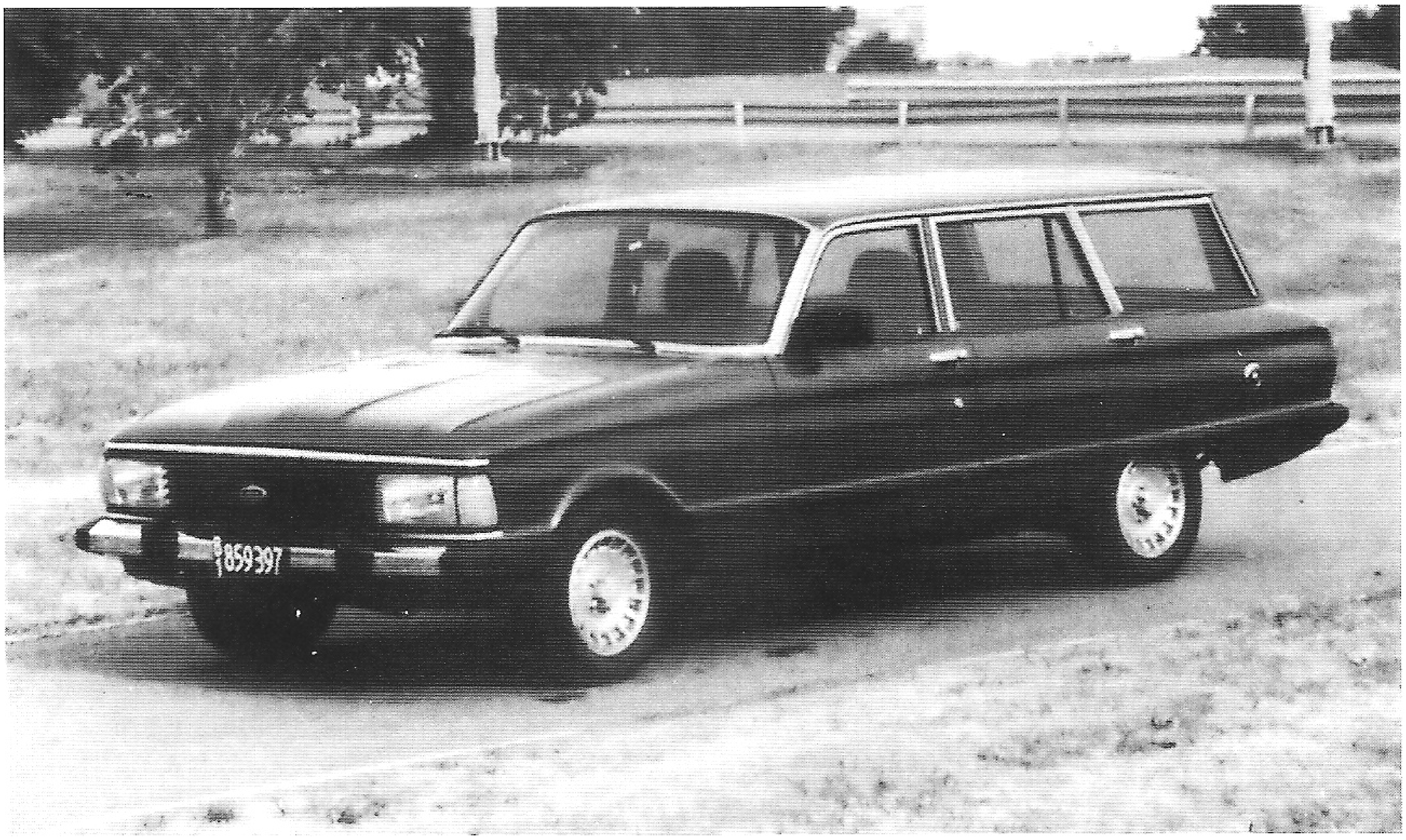
1982 Australian Falcon Sedan.



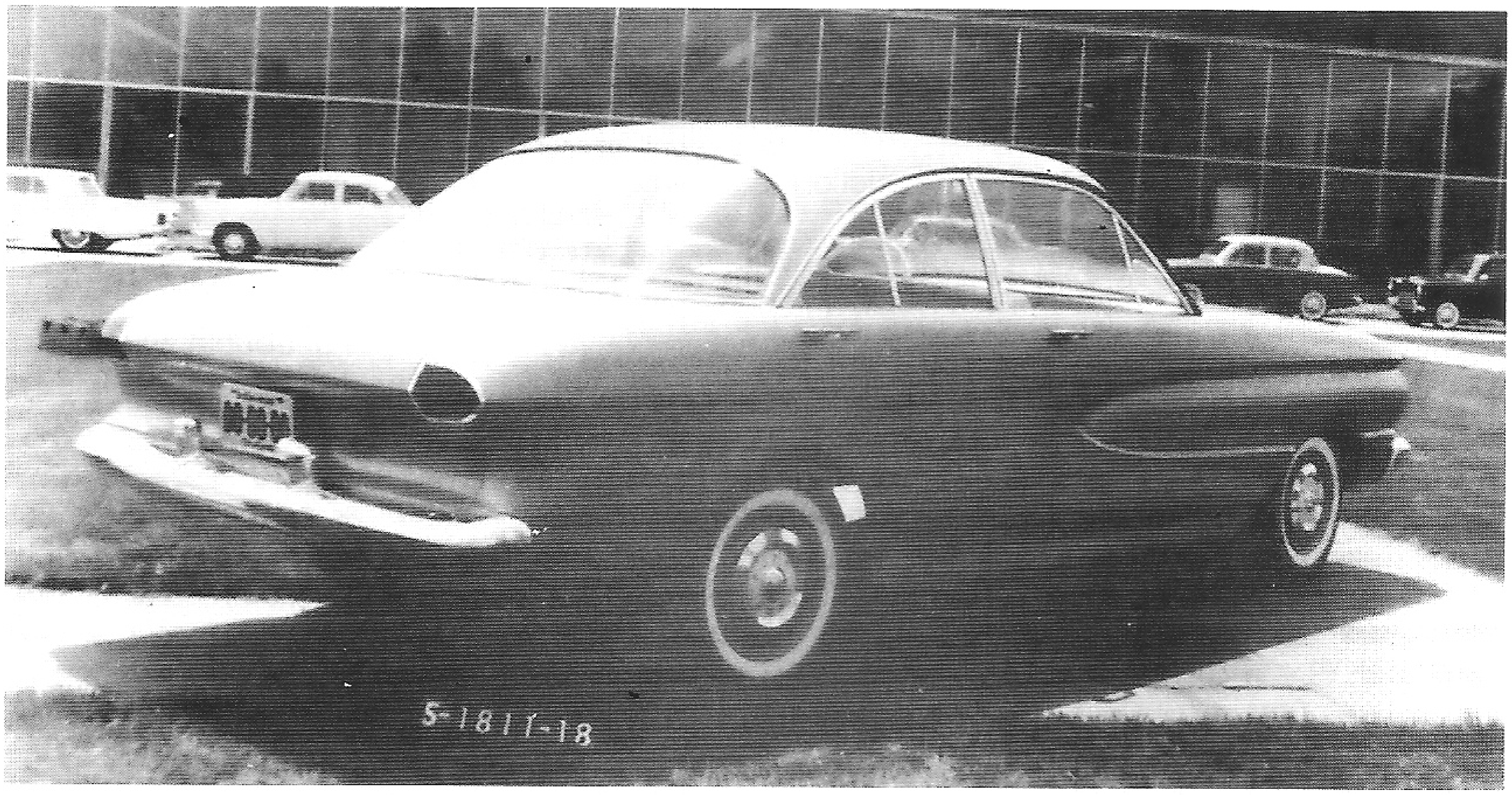
1982 Australian Falcon Station Wagon. Note right side drive.



1982 Argentina Falcon Sedan.



1982 Falcon Station Wagon built in Argentina. The resemblance in the '60-'63 U.S. Falcon is quite evident.



Another Falcon prototype that went to the Design Center's crusher.

of the components were beefed up and made more durable for the Australian environment and it is a pretty tough car, but underneath it is still a Falcon.

PHIL COTTRILL: I understand the Australian Falcon still has a 351 V-8 with four speed option.

MR. BOYER: I think that has just gone away. When I went down there in '73 I had a XA Falcon two-door hardtop and it had the 351 Cleveland engine in it with a 11:1 compression ratio and used premium gas. It went like a scalded aardvark or a scalded platypus or something for Australia. But the '73 U.S. emissions controls had not been in affect in Australia yet, and those were just flat out racing cars. GM-H and Ford had a head-to-head combat every year at Bathurst which was called the Hardie Ferrodo 1,000 km race. It was sort of the Indy race of Australia. A gentleman by the name of Allen Moffat was a driver at the time who carried the colors for Ford. They are real racing entrepreneurs down there.

PHIL COTTRILL: Back to the design of the '60 and its development, over at the Ford Archives, I read a memorandum that indicated that the Falcon development was speeded up at one point. Initially, the introduction goal was the fall of 1960 as a '61 model. Then the program was accelerated in order that the car could reach the public in the fall of 1959 in a '60 model time frame. Do you remember anything about that?

MR. BOYER: No, I don't really. As far as we were concerned here in the Design Center our own timing was always a '60 model. 1961 and 1962 were front and face lifts, grills, tail lights, things like that. But, no, we were always shooting '60. As a matter of fact, you've just brought something back to my mind. I was on Thanksgiving vacation in 1957 and at that time I was manager of the Ford Thunderbird studio. Joe Oros, who was chief stylist at the time, called me on Thanksgiving and said, "Come in here—we have a hot project." It was a small car and it turned out to be the Falcon project and it had to be started right now. So that was the tail end of 1957..., '58, '59, that would be about right. In those days you had to have about 30 months prior to introduction for the styling aspects of it. So given a couple of years, '58 & '59 and then Job 1, say in mid '59, if you back that off, we were less than 30 months right there.

PHIL COTTRILL: So that was within the time frame?

MR. BOYER: Right. It was sort of a pushy program right from the start. It just brought back to mind, Joe

Oros called me in a panic, "No bloody way, Mike, are you going to stay on vacation this Thursday." So we worked the Friday after Thanksgiving, and then that Saturday, and it seems like nights until 9:45 and Saturdays thereafter until the job was done.

PHIL COTTRILL: Did the unit body construction requirement present any design problems?

MR. BOYER: No, it gave us some advantages. Without the frame to contend with, you get better foot well conditions.You get more room in the car, and better seating. On a small car without the frame construction, it worked quite well. The unit body construction got you into all sorts of trouble when you got up to big cars like Lincoln. The '58 big Lincoln, and they went to unit body construction on that thing and they discovered boy-oh-boy by the time they had that thing beefed up enough so that the tank wouldn't ride like an oar boat in a rough November gale on Lake Michigan, they had about as much weight in it as if they had built it on a frame. So on the big cars, they went back to a frame. As a matter of fact, our first departure from a frame on the big cars will be in the future because our current "Panther Series" of Ford Crown Victoria, Mercury Grand Marquis, Lincoln, and Mark still have frames under them and as the size of the cars came down, then the unit construction makes better sense. But there's still a problem of NVH (noise-vibration-harshness) that have to be isolated. Over the years they have done a real good job of tuning out these elements in the ride to improve the quietness of the car.

PHIL COTTRILL: In 1961 there was a minor face lift in the grill and trim things. This was the first year of the, if you remember, little bird emblem on the side of the front fender. Do you remember anything about the development of that symbol?

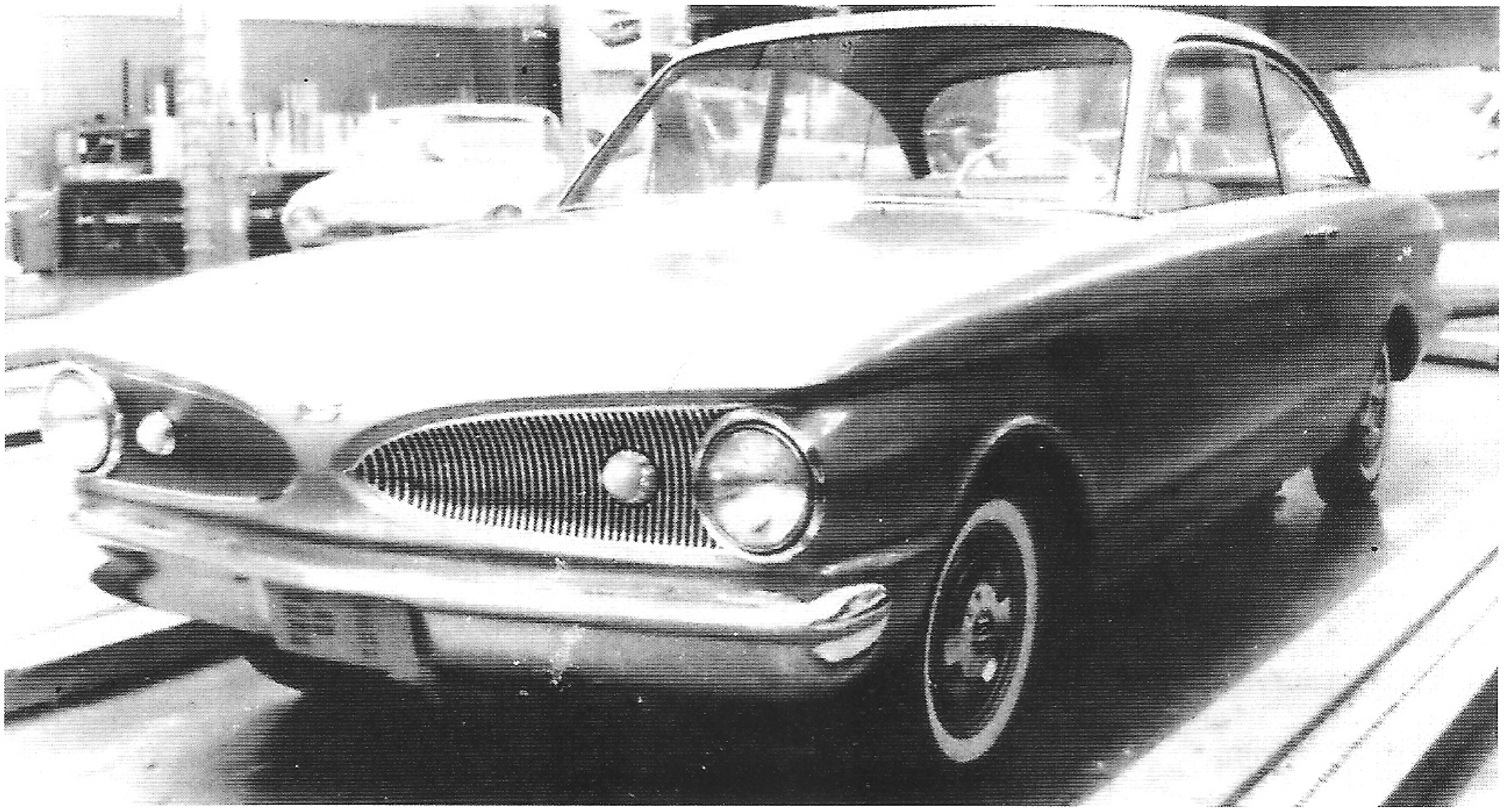
MR. BOYER: Yes, the little Speedy Bird. I can remember doing some sketches for it. I think that we wanted a symbol for the Falcon, did quite a number of symbols, as I recall. BOAC (British Overseas Airways Corporation) had a little speedy bird. I think probably that the BOAC speed bird was just a little silhouette on the tail and on the fuselage of the BOAC jets. This BOAC speed bird was probably the inspiration for the thrust of that little Falcon symbol on the '61s.

PHIL COTTRILL: My first new car was a 1961 Falcon, which I ordered in the spring of '61. After I had ordered the car, the '61 Futura came out, which if I had known, I would of course ordered the model with bucket seats, console, and fancy interior. Was that a part of your design department too?

MR. BOYER: Yes, well in a small car like that, we were trying to upgrade the Falcon and get more of a span of control of the market. Put in bucket seats, console, give it a sporty image. We had opted for a more practical roomy car than Corvair, but still there were two sides of the coin—you had to appeal to the utility type segment of the market and also to the sporty type segment, plus, Corvair had brought out their Monza at that time. So that Futura was a response to Monza, and although we had taken a larger market share with a utilitarian kind of economy car, we were trying to broaden the appeal of the car, and ultimately, that resulted in being carried forward into the little Falcon hardtop in '63, the little short coupled roof and the close coupled rear seating and the more vivacious engines. They started with the 144 cubic inch 6 cylinder in-line, then went to the 170, and ultimately had the 260 cubic inch V-8 in there. As a matter of fact, they became very popular in Australia. The '63—it was about a '65 in Australia—they had some down there with 260's, 289's, four speed overdrive transmissions, and blueprinted engines. In Australia they last forever, there's no salt to chew them up. A lot of neat little Falcons are down there in that arid climate, they don't tend to deteriorate as fast.

PHIL COTTRILL: I guess there are no speed limits down there in the back country?

MR. BOYER: In the state of Victoria, the speed limit was imposed while I was down there, at 100 km/hr which is 62.5 miles per hour. But given the size of the country, the lack of police patrols...we had guys who would drive from Geelong which is 60-70 miles south of Melbourne on Corio Bay where the plants were originally installed to build Model T's in 1925—so product engineering tended to be there and the head office in Design and Research Center was up north in Melbourne—and they would drive that in less than an hour. So you know that they were doing 80-90 miles an hour up those back country roads in those Falcons.



Would Falcon had been a sales success if this design had been chosen?

PHIL COTTRILL: Your design for the '58 Thunderbird was the first to have the huge tunnel and you covered it with a console. Is that correct?

MR. BOYER: Yes, the '58 Bird, what we were trying to do was create a four passenger car, since much of the research on the little two passenger Bird indicated "Boy, that's a great car, I just wish I had a couple of seats so I could put the kids in the back", kind of thing. That evolved into face lifts of that car—the small two passenger with just jump seats—and then finally the decision was made that there is no sense in making it a kiddie seat kind of thing, let's go downtown and make it a real personal luxury car. Of course we were trying to maintain the overall height of the car and the ambiance of the Bird, so what really happened was that the body was simply pushed down around the engine driveline, and that left this huge tunnel between the four seat configuration. We decided the only way to treat that was to make something out of it. We made a console. I had a background in naval aviation during World War II, so I used to throttle quadrants and consoles. It was perfectly logical to make a big console, all loaded with goodies. So that's how that evolved.

PHIL COTTRILL: So that became a hit in the Thunderbird, and then, when you made this Falcon Futura in '61, it was just a logical thing to put the console in there, even though you didn't have a tunnel to cover.

MR. BOYER: The tunnel wasn't as high, but since you had the hump for the transmission all necking down into the tunnel, the bucket seats and the console, and the manual shift tended to become a sports-oriented kind of thing. It kind of carried the day.

We looked at front wheel drive, believe it or not, in the '64 Thunderbird and it was very expensive. The front end mechanicals, and the constant velocity U joints and half shafts tended to be very expensive. The fact that you had a flat floor in the front because of this, was useless in the Thunderbird because the whole theme of the thing was designed around the console and the '64 had the Mystére-like round gauges and the L shaped console that flowed down the back. It didn't make a bit of sense to us to build the front wheel drive, so we decided along with engineering that it was more effort than it was worth, that we would stick with the rear wheel drive and design around the concept that we had originally gone with.

PHIL COTTRILL: I have a ‘66 Bird convertible that I have put away in storage.

MR. BOYER: Oh, yes, that was a very nice one. We got away from the bumper grill in that one. It had what I called the Aston-Martin like grill that swept under the lights and then the blade type of bumper, to try and lighten up the front end to give it a little more sports-like appearance. Even though it was a big, heavy, personal luxury car—the yank-tank, as the Aussies called them.

PHIL COTTRILL: It has a 428 with a four barrel.

MR. BOYER: Yes, those are something.

PHILL COTTRILL: Quite a contrast to my Falcon.

MR. BOYER: Yes, you have both ends of the market pretty well covered there.

PHIL COTTRILL: I currently have a ‘61 Falcon Futura that I am restoring. One thing about the Futura, in ‘61, it is sort of a minor point, but it doesn’t say Futura on it anywhere. Here in photos of my ‘61 these block letters [on the rear] say Falcon not Futura.

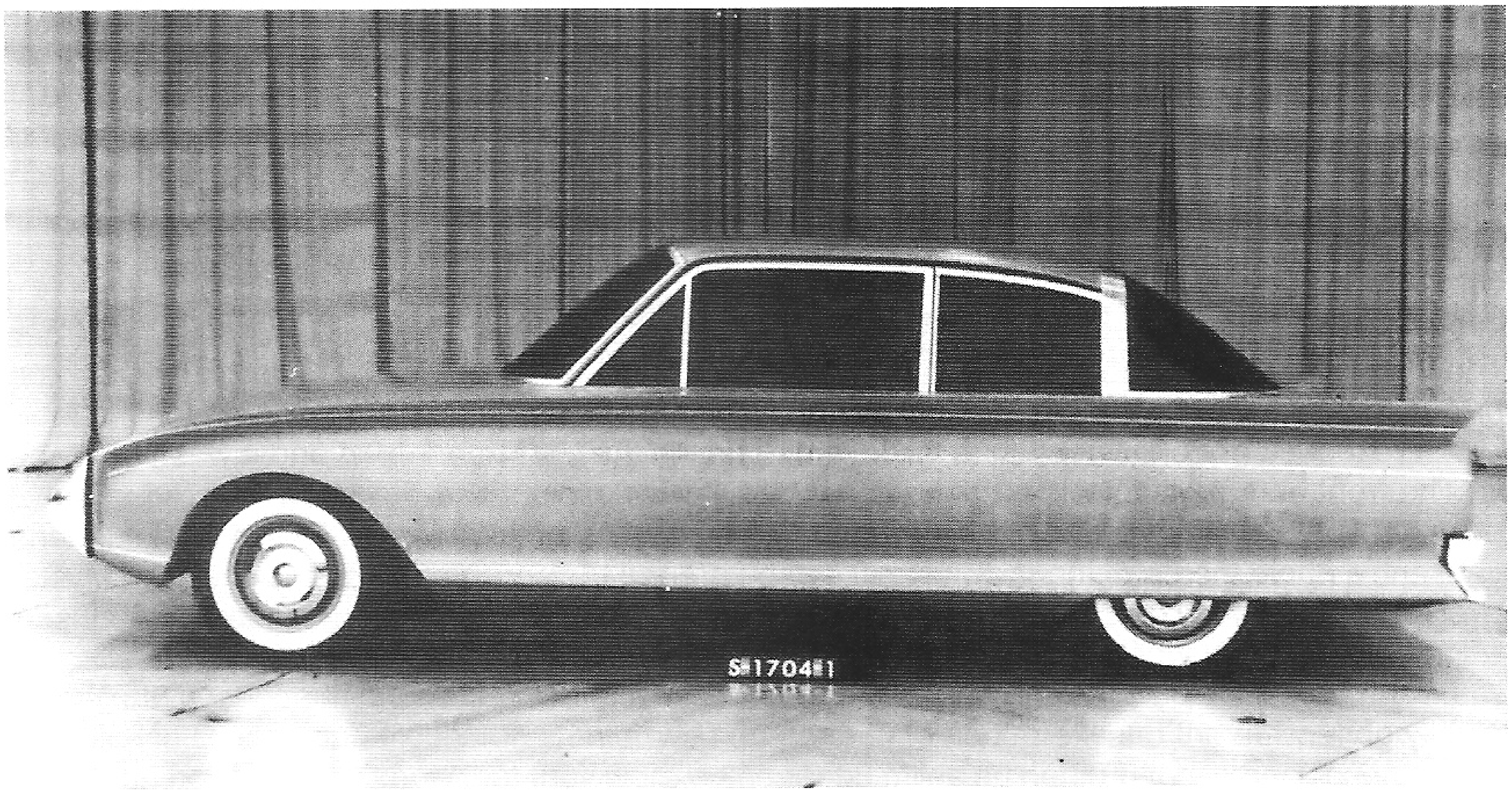
MR. BOYER: Originally we had just a little Falcon script off to the right side.

PHIL COTTRILL: Yes, in the ‘60 model and on later model station wagons.

MR. BOYER: This was a terrific concession to cost, the block lettering. You know you get that little bitty script for 25¢, but these letters cost, maybe 10¢ a piece, probably 60¢ for the block letters, and man, that was a horrendous compromise for the cost.

PHIL COTTRILL: These teardrop shaped ornaments on the rear quarters of the ‘61 Futura and the wheel covers are the only Futura designation on the exterior of the car. I was wondering why you did not spell Futura with block letters back there, which you did in ‘62. Starting in ‘62 it says F-U-T-U-R-A. Would it have been a cost thing?

MR. BOYER: At that time [spring 1961] Futura was just a model within the series. Then to upgrade the interiors and everything, to upgrade the whole thing, they made the Futura a series—a whole series. It’s just the marketing of the thing, they have so many marketing ploys that you can’t believe it. All it does is confuse us poor designers. I think the ‘61 Futura was one of those late changes and we are



A proposal for an economy car? 3-19-58 always running around here reacting to competition, getting things done late, putting things in there to respond to something that starts to take off and your cycle plans come all unglued.

PHIL COTTRILL: The '61 Futura was introduced in April of 1961 and you sold 44,000 of them by the end of the model year.

MR. BOYER: Yes, right, it was a good move. I suspect that probably there were constraints on time, you could print a bunch of brochures, you could upgrade the interior soft trim, but long lead tooling items like the block letters and things like that probably just couldn't make it. We are famous for running around responding, stamping out fires, getting things into the market quickly, because the lead times are so long in the automotive industry. A lot of times you are forced to make compromises as far as getting something on the street.

PHIL COTTRILL: On the '62½ Sports Sedan you added the T-Bird roof and the four speed manual transmission. So the Falcon was taking on an even sportier image.

MR. BOYER: Yes, the sporty image, as you recall the big Ford at that time had two door hardtop that was close coupled with a thin "C" pillar. We called them the "Fast Freddy" roofs, because fast Freddy Lorenzen was the big stock car man at that time. So when the Fast Freddys came in vogue, that tended to alter the image of the car as a sporty car, was enhanced by the thinner "C" pillar, that look.

PHIL COTTRILL: Then you went to that in '63 in the true hardtop?

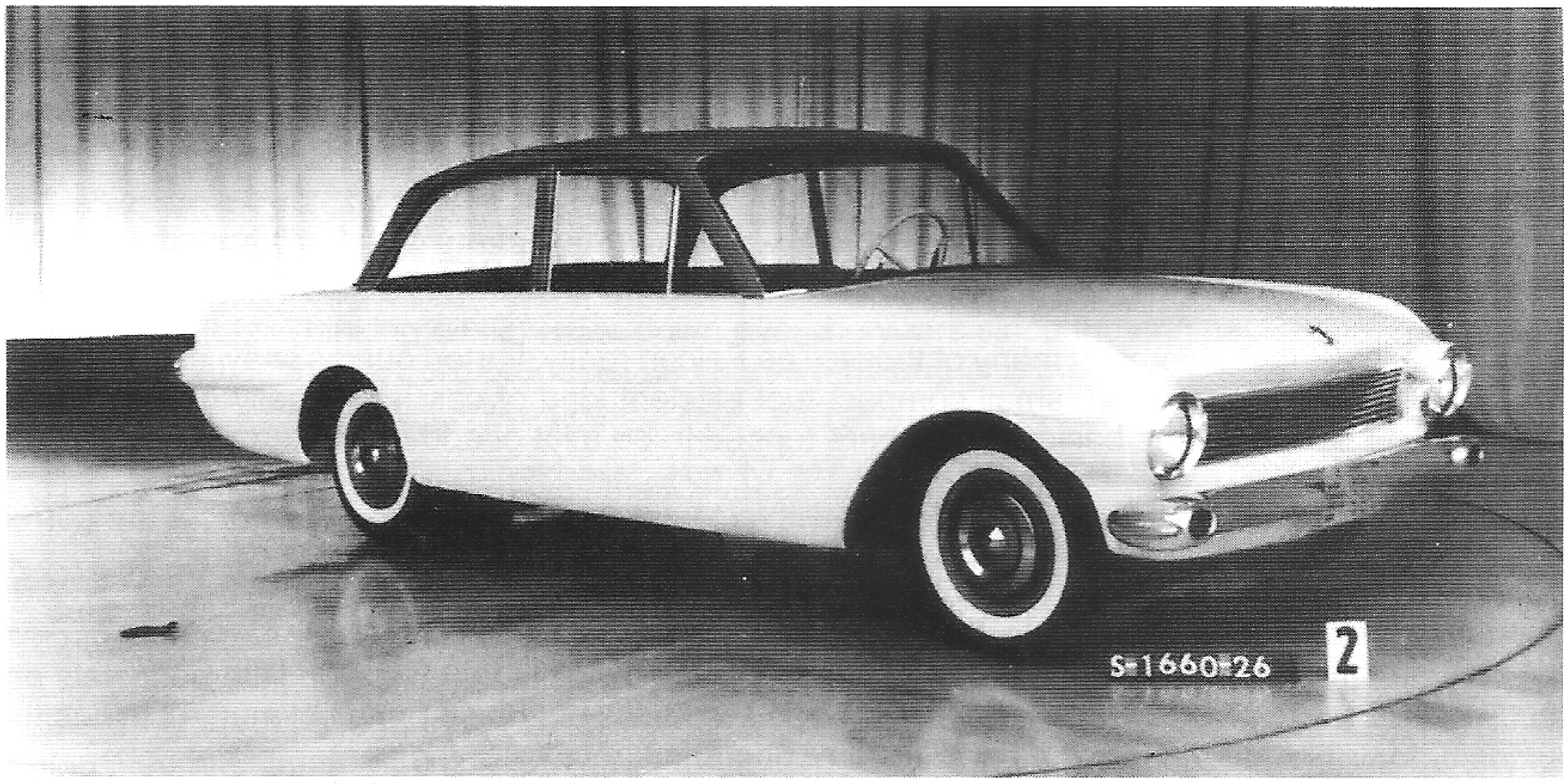
MR. BOYER: Yes, in the true hardtop, this ['62½ Sports Sedan] was a way of just modifying the quarter panel and roof of this car to get that look until you could really do a hardtop with a very thin and very fast roof which was a miniature version of Fast Freddy Lorenzen big, big Ford, that was the stock car racer—champion of the time. It was the one that all the ridge runners in Tennessee used to carry their contraband.

PHIL COTTRILL: This photo was taken in August 1982 at that Falcon Club America meet. Those are all 1963 Falcon convertibles.

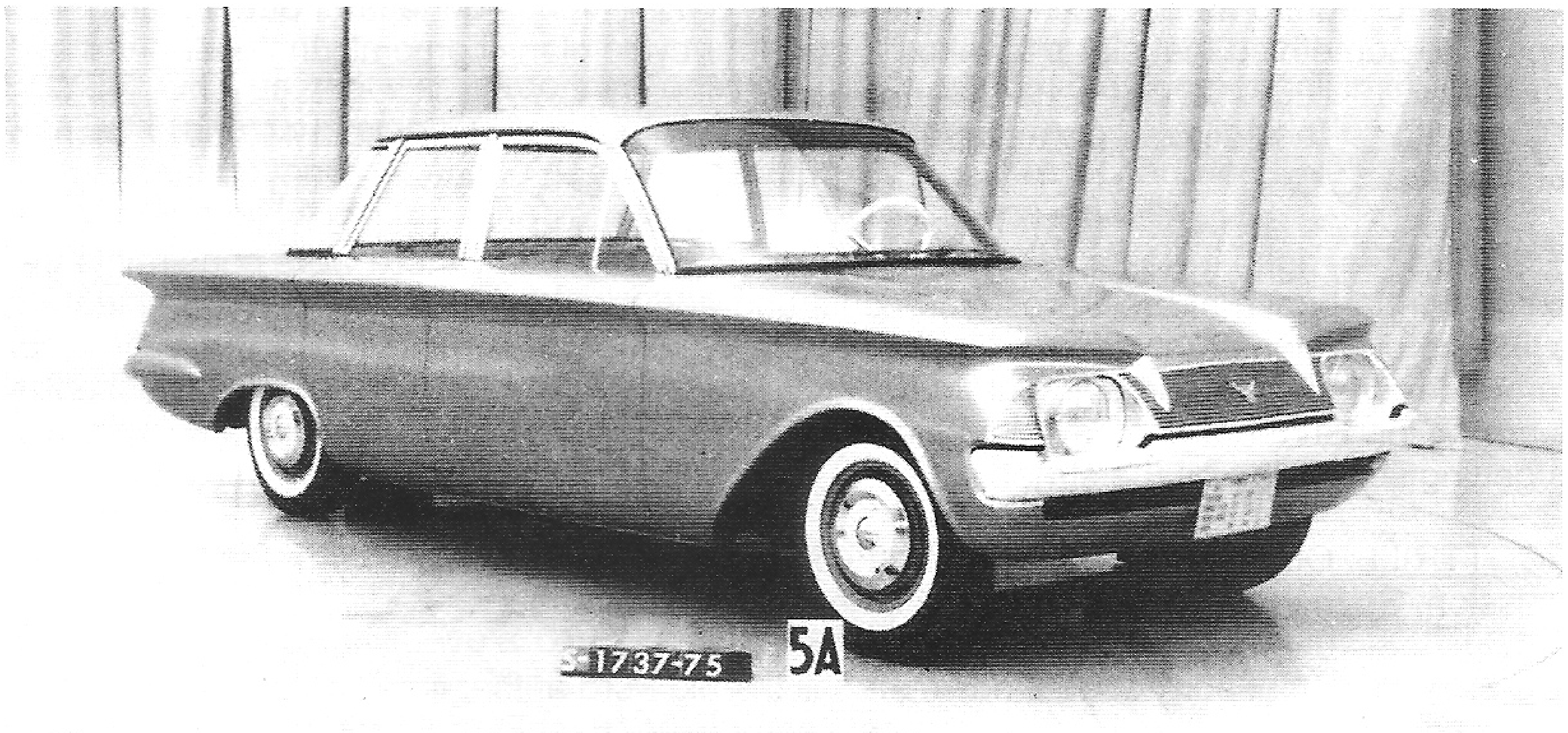
MR. BOYER: Yes, that's a real bunch of jewels there.

PHIL COTTRILL: There were 104 restored Falcons at the meet. So there is a real interest in Falcons out there.

MR. BOYER: Boy, I'll say there is.



Not a bad design - author's opinion. 3-19-1958



Roof line resembles Corvair sedan, front similar to late '60's AMC Ambassador. 4-11-58

PHIL COTTRILL: I would say that at least half of the restored Falcons are '63 convertibles.

MR. BOYER: Is that right?

PHIL COTTRILL: Did adding the convertible require under body structural changes?

MR. BOYER: The frame side rails had to be all beefed up, so that it wouldn't collapse when you opened the doors, with no roof rail there. That was typical convertible kind of thing. The rear seat had to be compromised for the roof stack, for the convertible roof stack. The seat back was pulled forward and straightened up a little bit and narrowed in order to get the linkage down. But other than the mechanicals of making a convertible viable, there was no attempt to do other than just that, make it a very attractive little convertible.

PHIL COTTRILL: Did the addition of the V-8 engine require more under body stiffening?

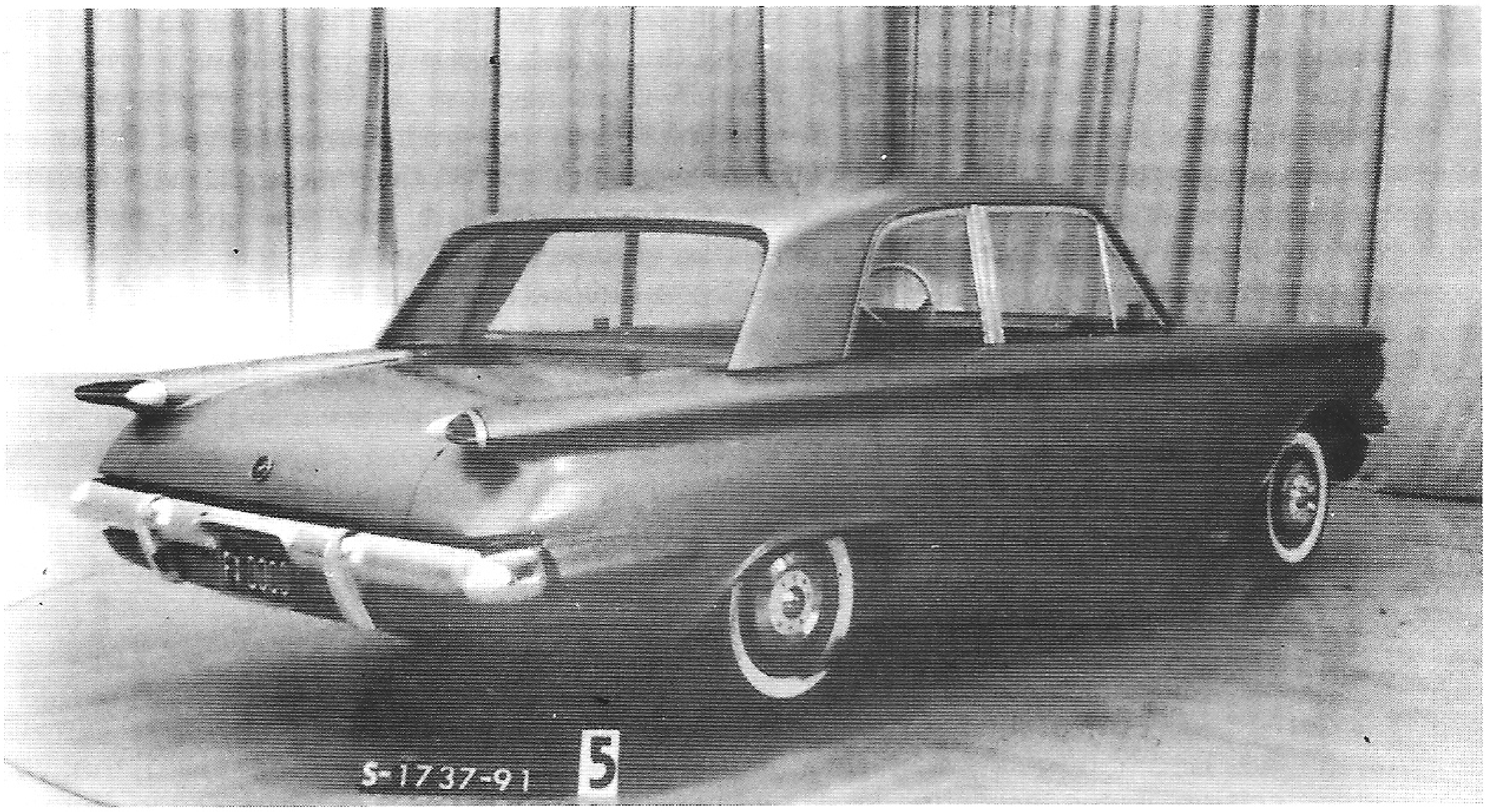
MR. BOYER: Oh, yes, that was all a part of it—when it went to the convertible, hardtop, and V-8 engine.

PHIL COTTRILL: Here is a photo of the interior of a '63 convertible. I am constantly running into new items. For example, this clock accessory, there are very few of those.

MR. BOYER: Yes, there were not many of those. The Falcon really started out, as I say, as a response to the import cars, a low priced, small compact fuel efficient kind of car. It gradually grew up into a sporty car and so with all the basics done, there tended to be a lot of add-ons in terms of features.

PHIL COTTRILL: That clock accessory comes with a template in the box in order to cut the correct hole in the dash.

MR. BOYER: Yes, put it here, drill two holes, get the screws from the back. There were a lot of crazy things we did. At one time, I remember, on Mustang we had clocks that were on little pedestals and also up in the center of the crash pad, gauges or pod modules off the steering column. All things that you could do without tearing up the basic engineering and structure of the car.



Thunderbird roof, rear treatment resembles Valiant. 4-11-58

PHIL COTTRILL: So we have gone from the very utilitarian type designed in the 1960 model, developing through the '61, '62, and the '63 into what I guess we would say the new found sporty market in America; and Falcon was bridging this whole gap, and then, that left it up to the ultimate Falcon face lift—the Mustang.

MR. BOYER: As a matter of fact the Mustang started out being called a Special Falcon. It was called Special Falcon while we were working on it as the name Mustang had been assigned to a little car that we did in 1962 in the special products studio. It had a V-4 rear engine, which was the German Cardinal engine. We called it the Cardinal, ultimately, it was the Taurus in Germany with the little V-4 engine. Danny Ramm went sailing around the test track in it at about 100 miles per hour...in that V-4 Mustang I. So we had the problem of taking the Mustang I name and transferring it to the Special Falcon by some slight of hand. This was accomplished by taking a Mustang (Special Falcon) prototype body and doing a special show car called Mustang II, which was a very aerodynamic, hidden head lamp kind of job, cut down and made with three lamps in the rear. That was Mustang II which appeared in our January Auto show, and lo and behold, in April (1964) out comes the Mustang.

PHIL COTTRILL: Yes, I traded my '61 Falcon on one of those during the first week of the showing.

MR. BOYER: So these things evolve as you go along and you have to use various devices to transfer the name you want for the car that seems to be evolving in order to fit the image.

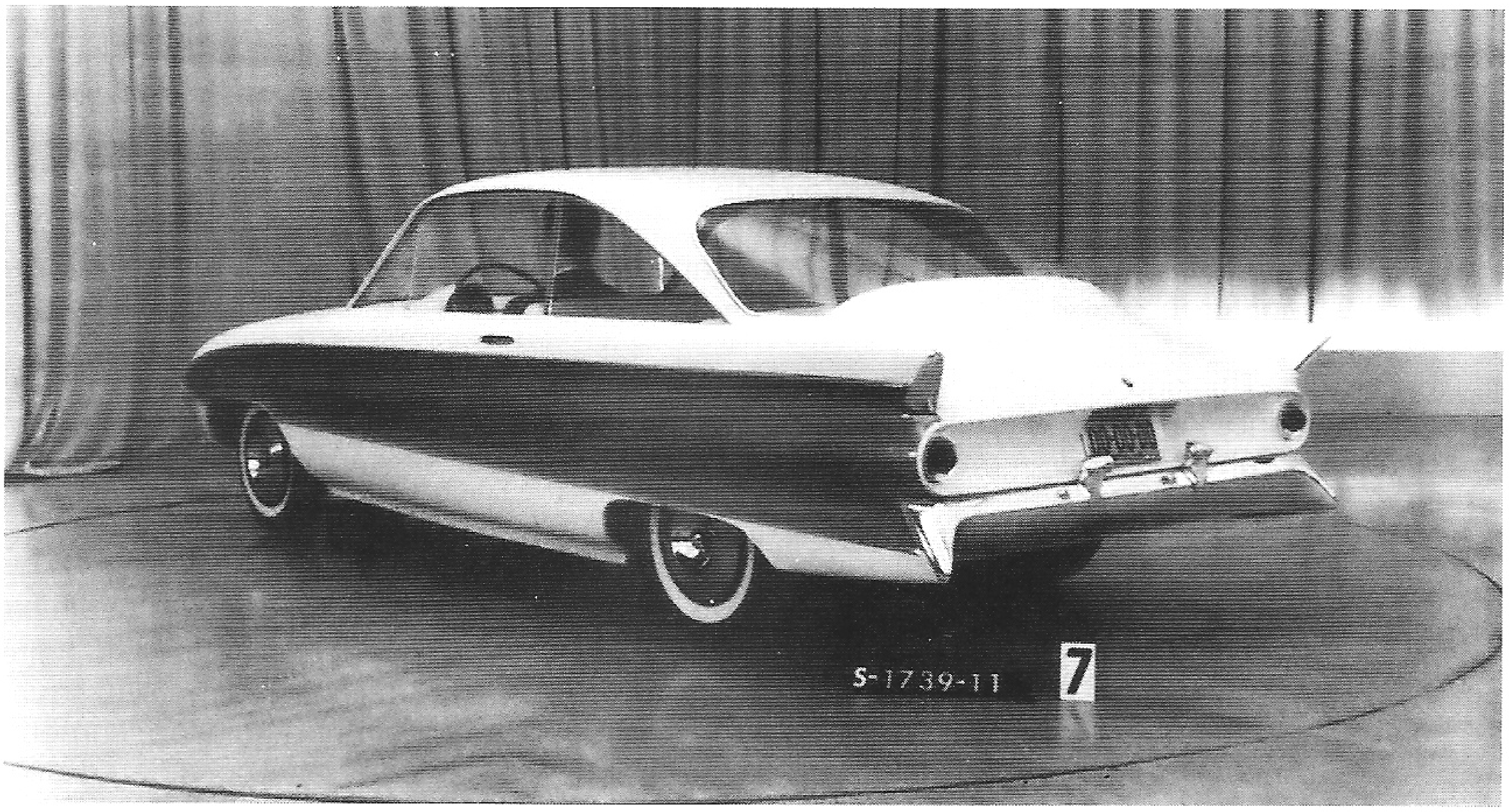
PHIL COTTRILL: Thinking design-wise down over the years since the original Falcon—it has had a tremendous influence on Ford products. Of course Mustang and the resulting '67 Cougar, The Maverick had a lot of Falcon in it, even present day Fairmont.

MR. BOYER: Yes, as a matter of fact, the Maverick was really a fill-in because the Pinto had evolved as a very small car, really down in the range of the VW Beetle kind of thing. The Falcon had in 1966 gone to a marriage body of the Falcon and Fairlane, which was a bigger, huskier, car, and as always, the cars tended to escalate in size, weight, and cost in those days. Everything was bigger, is better, and more is best. You virtually had to start over with a car line to create a car line to get back to square one to meet that market. It was not until recently, under the gun of government regulation, corporate average fuel economy, and things like that, that people ever lifted a car line and considered going to high cost aluminum. HSLA (high strength, low alloy steels), putting cost into cars to take weight out, that was something that wouldn't even occur to you, buy your way into lighter weight, make the cars more expensive for less vehicle and lighter weight—that was crazy in those days, an anathema. The Maverick was one of those attempts to go back and come in between Pinto and what Falcon had escalated into, and ultimately around 1969 it (the Falcon) became just a low end of the Fairlane line. It really didn't have an identity of its own, except in Australia where it has gone on. The Maverick jumped back and picked up the Falcon engine drive line components and had a slippery little body as a two door, which interestingly enough had very good aerodynamics. Even that thing evolved into a four door and got longer and bigger with V-8 engines—it was just the signs of the times. You could go that way of course because engines and drive lines have a five year kind of development time that you need. So you tended to jump back to something that was there (Falcon engines and drive lines) and quickly do a sheet metal body which could be styled up, served up, and engineered rather quickly, where as the engines and drive lines tend to be more basic.

PHIL COTTRILL: If we can skip back to around 1962, there was an attempt to merge a '57 Thunderbird body on to a '61 Falcon chassis in an attempt to revive the '57 Bird concept. It was a project that the Budd people, who built the Thunderbird bodies, were trying to sell. Did you have anything to do with that.

MR. BOYER: No, I had nothing to do with that. I know there were various attempts to resurrect the original Thunderbird, and all the buff magazines, and all the sports car enthusiasts were bewailing the fact that the little Bird had met its demise. But the fact is, (going to the four seat Bird) that was a good business decision, it was the right one. The volume went from 12,500 to 20,000 cars in the two passenger version, and immediately when the four passenger came out, sales jumped to 40,000, and then 60,000 and 80,000. so as a business decision, when you have volume to get your bait back, so to speak, it was a good business decision. But that Budd effort was an attempt to resurrect that car, but the problem with it was, that car, the two passenger Bird was done in a little short production line in a corner of the Rouge plant. It utilized '55 and '56 components—wheels, clamps, bezels, and all sorts of components that just simply were no longer in production—once the '57 Ford came on the scene. So to go back and try and maintain supplier relationships and keep all that low volume stuff in the system was just not practical. You didn't have the engineering groups to maintain nor the production facilities to devote to it.

PHIL COTTRILL: This advertising name, Futura, came from a dream car of the '50's? Wasn't there a dream car called Futura? Was that the first designation of that term?



Fastback and fins.

MR. BOYER: I believe the old Lincoln, the Lincoln show car, was called the Futura, and it ultimately ended up being the Batmobile, with Batman and Robin hurdling across the black & white TV screens. That's the first use of Futura, as I recall it, and it was sort of an upbeat name, with Sputnik and all the missiles and things like that. Lincoln-Mercury agreed that Ford Division could use it, a sort of gentleman's agreement that they could pick it up and use it.

PHIL COTTRILL: As a matter of fact, it [FUTURA] is on my Fairmont four door sedan.

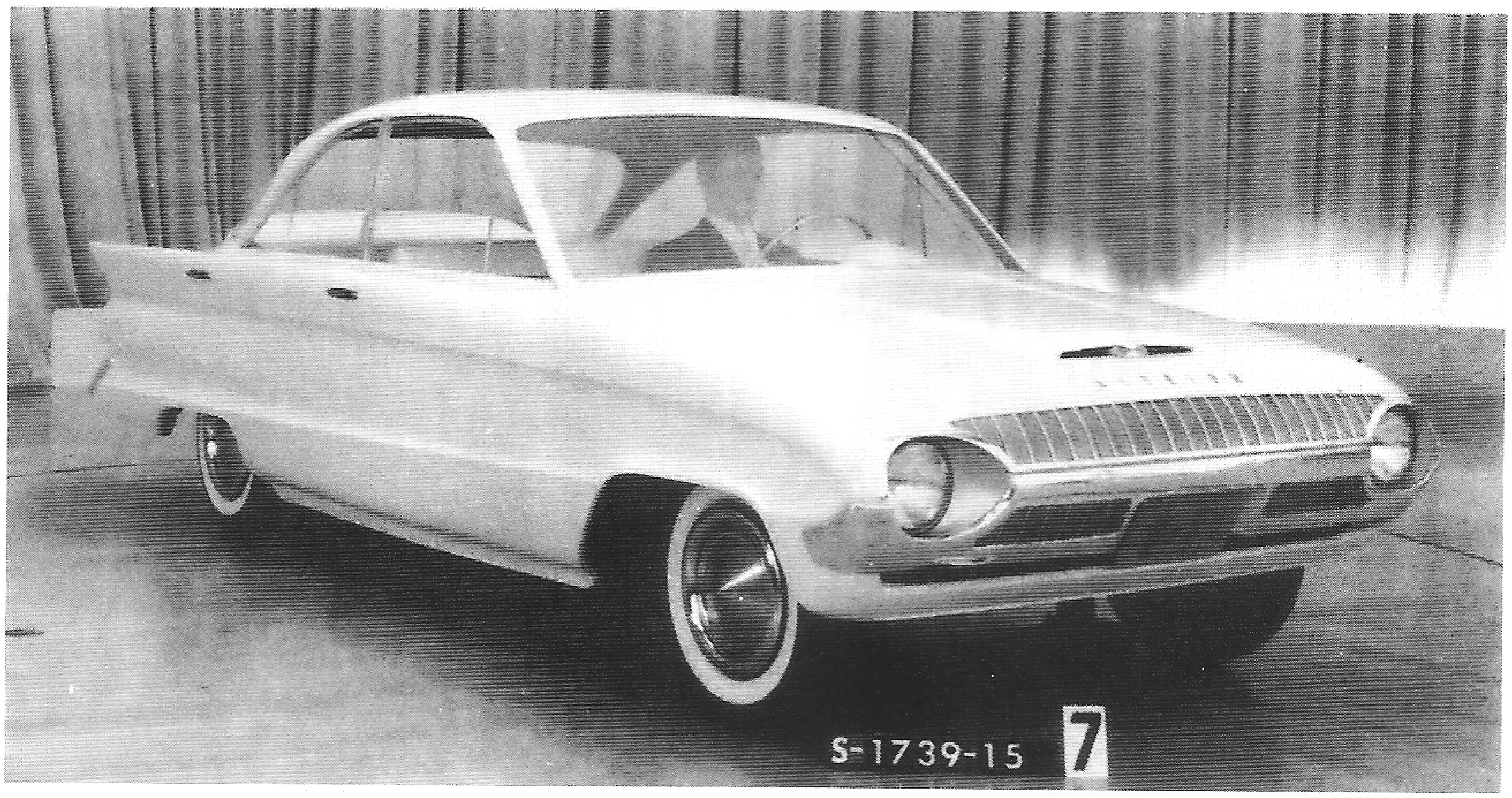
MR. BOYER: Yes, the Fairmont came out as a low cost, a utility car, fuel efficient, an easy to build, minimum cost kind of car. It got caught up in this marketing thing, to where you are constantly trying to pick up customers, and upgrade them. Let's see, the first Fairmont Futura was the coupe, wasn't it?

PHIL COTTRILL: Yes, with the heavy pillar...

MR. BOYER: Heavy wrap cummerbund pillar across the top. Well, that's another instance of Fairmont evolving the same way that Falcon did. That upgrade where you had the bucket seats, and floor shift, it seems to be an endless cycle.

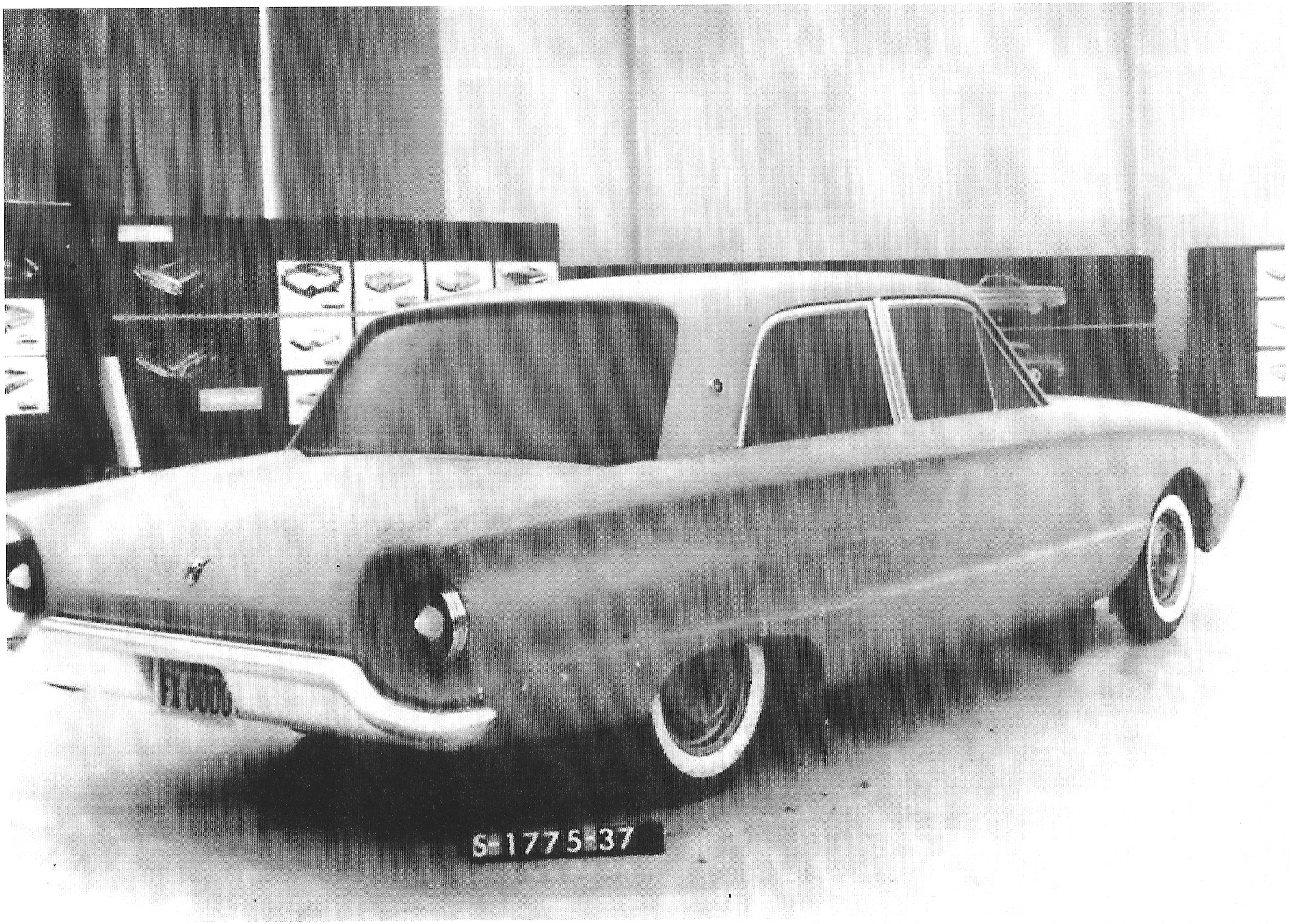
PHIL COTTRILL: Did the cummerbund roof pillar of the '55-'56 Crown Victoria go back to your Mystère?

MR. BOYER: That was a popular theme for a two door. It went back to a couple of cars as I recall. There was the Mystère that was done in '54 and shown in '55. My studio, the advanced studio, was between cycles, and so, we whipped out this Mystère show car. Prior to that, there was also an Atmos show car. It was sort of the era of the F-86 [fighter plane] with its slant backed fins and things like that. There were a lot of people around here who had been pilots in WWII. The Atmos sort of picked up those early design themes. That was a time when styling was fun. There were no passive restraints and emission controls and Japanese competition at that time. The dream cars tended to be a little more far out.

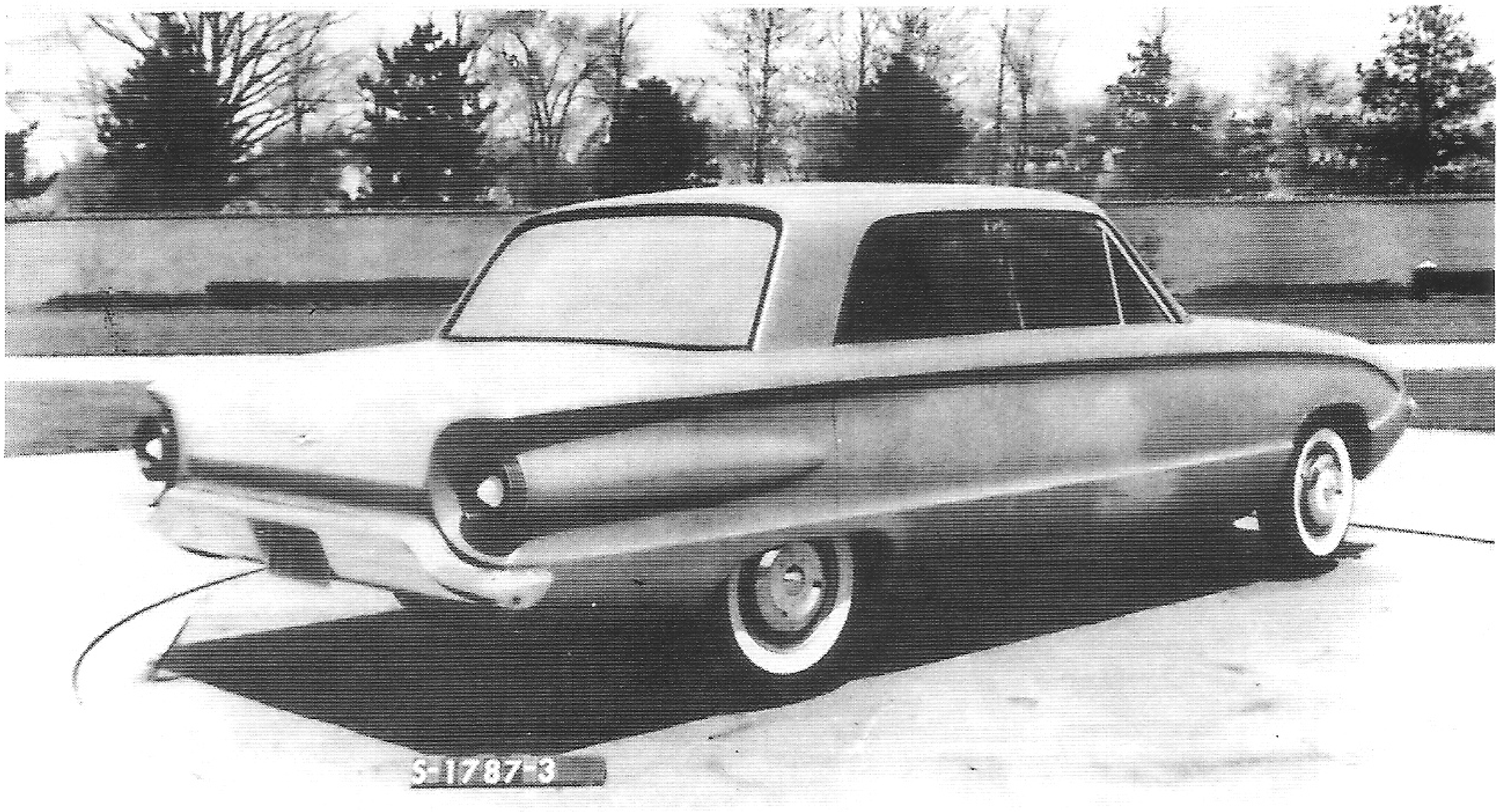


Another proposal coded Astrion.

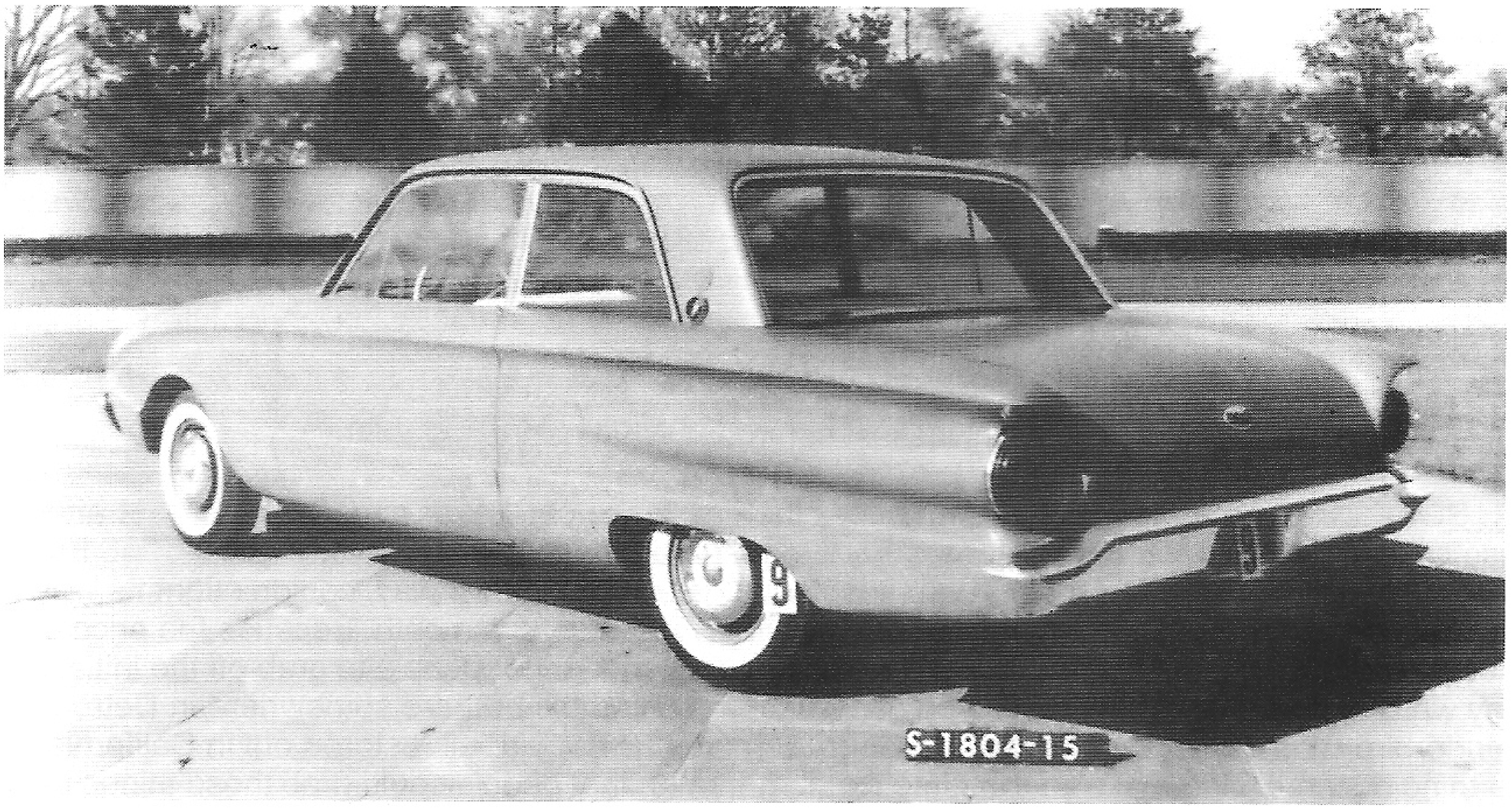
4-11-58



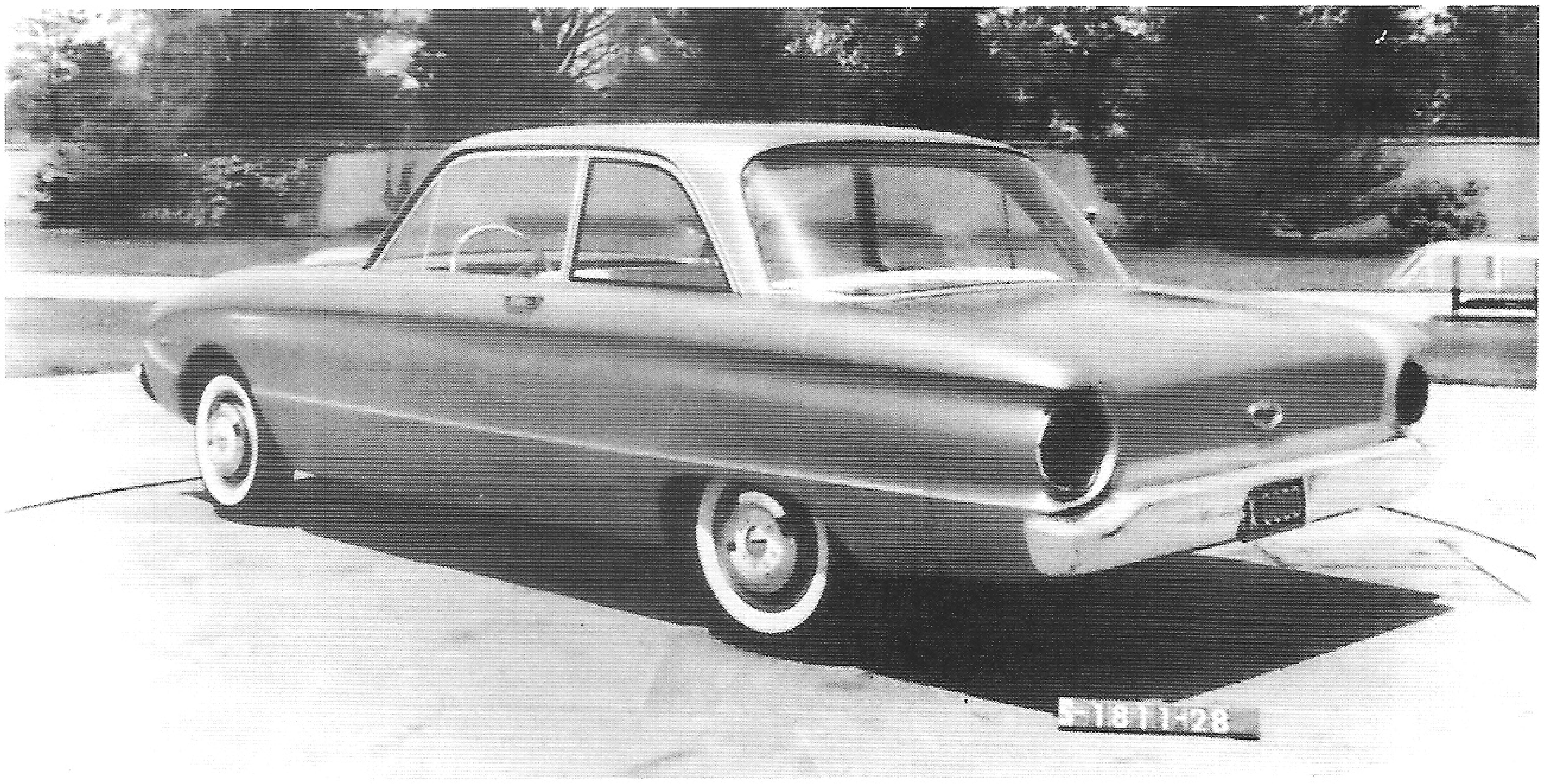
This is the earliest photograph of the clay model that became the 1960 Falcon. The T-Bird roof was replaced, the bulges in the rear quarters were removed, and the "peak" on the side of the front fenders was rounded. 4-28-58



The whole rear corner treatment was toned down on the production model. 5-1-58



Another version of the "Falcon" that became Falcon.



Almost there.The production roof in place, rear quarter bulges gone, soft theme, but front fender "peaks" still there.

PHIL COTTRILL: Did you have anything to do with the 1960 Falcon that was sold in Canada, the Frontenac?

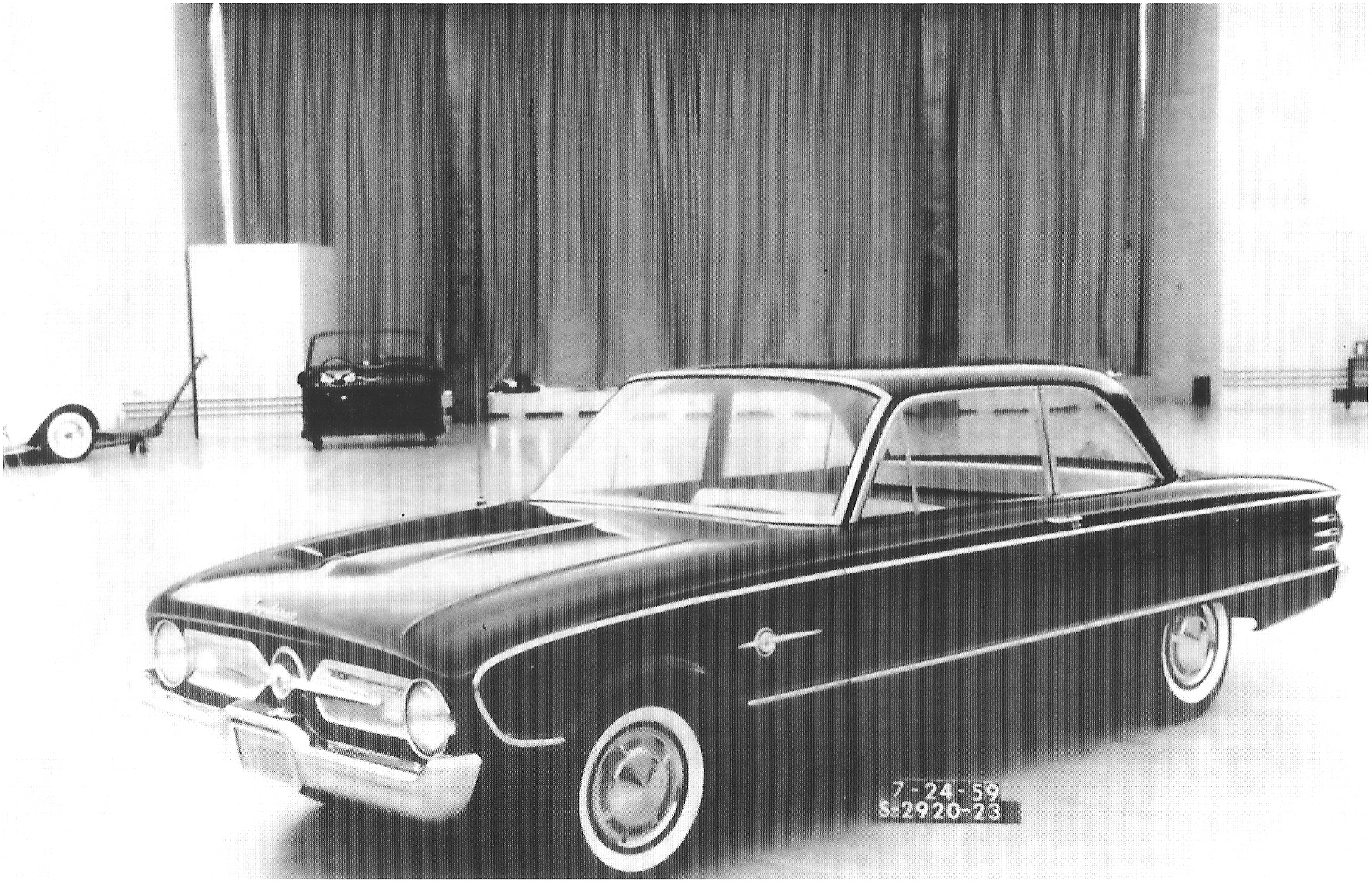
MR. BOYER: That was done by the International Studio. The basic car was essentially the same. The volumes over there were lower, therefore, where Falcon would stamp out their grills, tail lights, etc., because they could afford very expensive tooling for high volume, the Frontenacs tended to have die cast grills and bezels—the piece cost was higher, but the tooling costs were much lower. The Canadian jobs were jealously regarded over here because we had these tinny stamped out things and Canada always got nice piece cast, die cast, chrome plated parts.

PHIL COTTRILL: I was talking about the Frontenac with a Falcon enthusiast who said, "Those Frontenacs even have a die cast grill."

MR. BOYER: Oh, yes, absolutely. Well, they had no problems with weight and the piece cost could be afforded because the retail price of the car was higher over there and the tooling cost was lower, so it made sense to go with the lower priced tooling and higher priced car, in that particular market. But the detail is always nicer and the designers that worked on the International and Canadian vehicles were always regarded as design geniuses because they had these nice shiny, bright things and the poor Americans were over here stamping out these tinny things.

PHIL COTTRILL: I asked at the Archives last summer, "What happened to Falcon 1?

MR. BOYER: I have no idea. I can remember the first lease car I ever had. This was just after the lease car program was brought in for the Ford management people. I had a little silver 1960 Falcon, 144 engine with automatic transmission. It wouldn't get out of its own way, couldn't fight its way out of a wet paper bag, and gee, I think that thing was only $27 or $28 a month. Because the price of the Falcon was so low, the cars didn't become popular early enough for people to grab off the initial cars. They were rusted out heaps along used car row up on Livernois up here somewhere in Detroit. The Thunderbird Classic Car Club president, George Scott, has #1 'Bird all restored out in California. But that thing became a legend in its own time, quickly enough that people could grab those things before they deteriorated, or they find a southern or California car that had not rusted out. The Falcon was a



1960 Frontenac. The Canadian Frontenac, produced only in the 1960 model year, was designed in Dearborn.

different breed, it was more of a utility car until the sporty versions got around and by that time most of the original Falcons had been in a baler of an accident or rusted out somewhere along the side of the road.

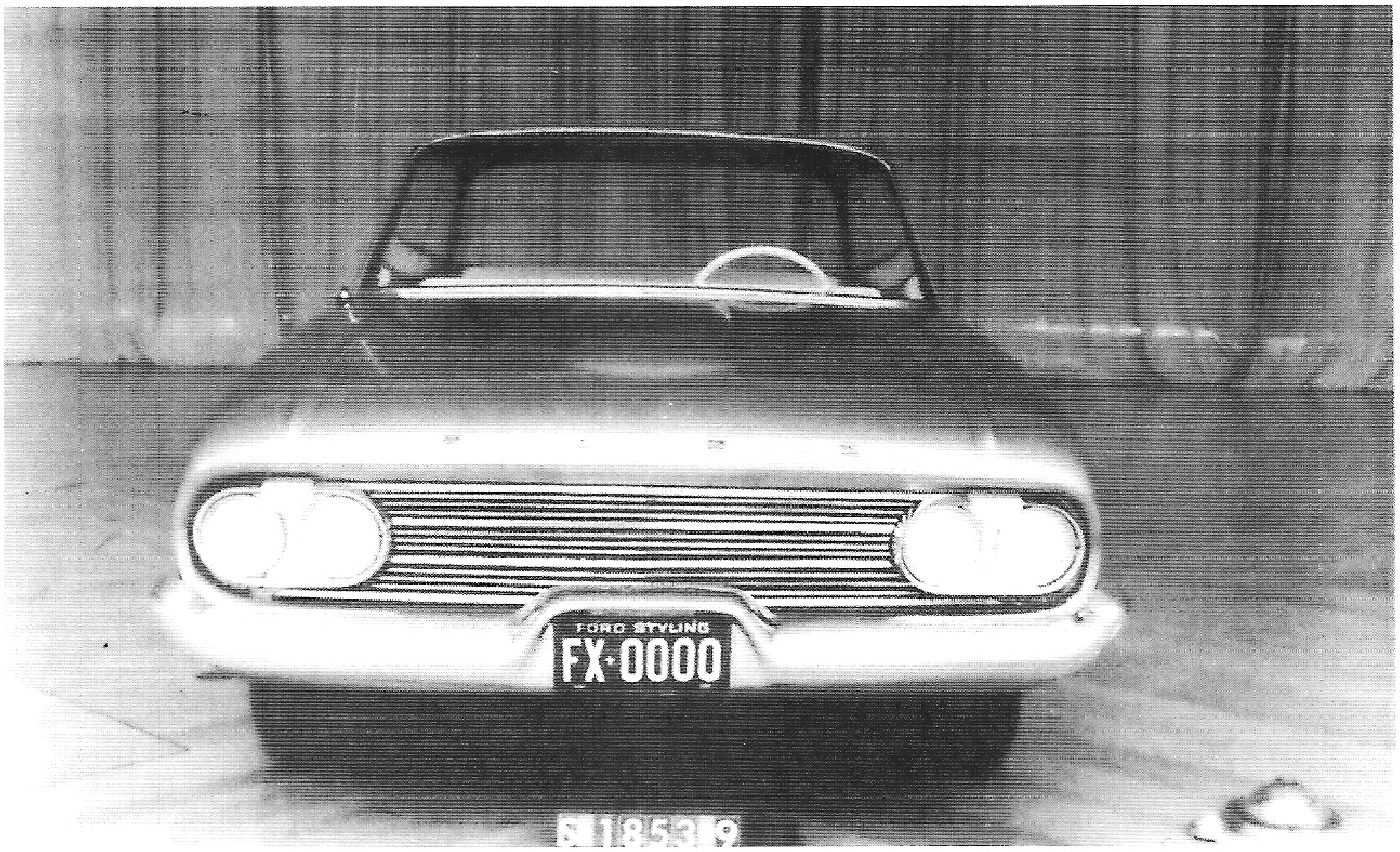
PHIL COTTRILL: Yes, it's hard to find the '60's and '61's now. Most of the people who restore early Falcons are after the more sporty models.

MR. BOYER: I had a '65 Comet convertible for awhile, as a matter of fact, one of the fellows right here in engineering has it—I sold it to him. But that was really the evolution of the second body style, when it got very stiff with the dart-like theme in the car. I had always liked the original Falcon for that soft, very compact concept. It was a pure concept; it was more like a first shot at something, like the '55 Bird, kind of pure in its concept.

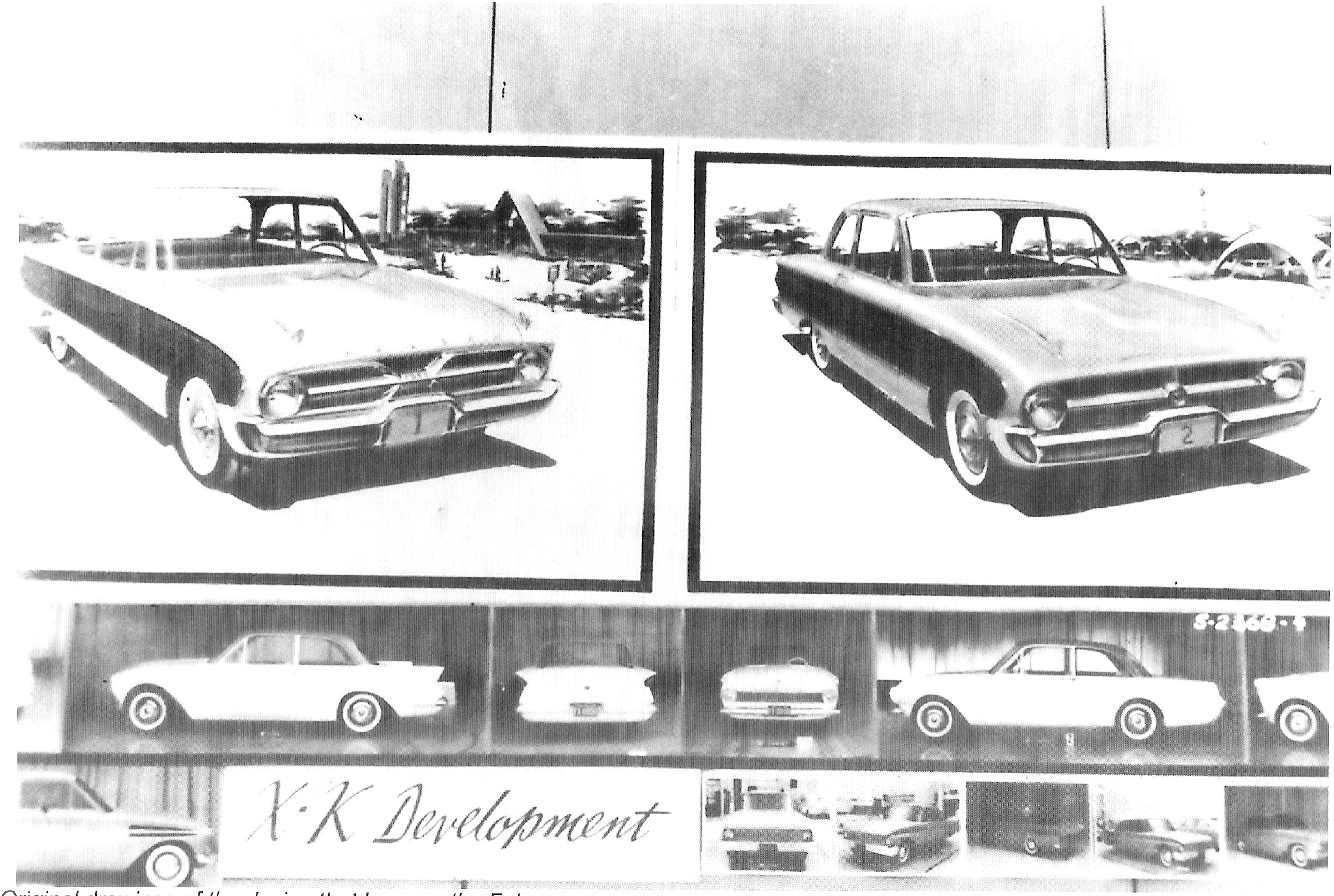
PHIL COTTRILL: That's why I cut my book off at '63. I'm not going beyond '63—original Falcon...

MR. BOYER: Between Falcon and Thunderbird, I have been head bird brain around here for a long time.

PHIL COTTRILL: This certainly has been interesting. Thank you very much.

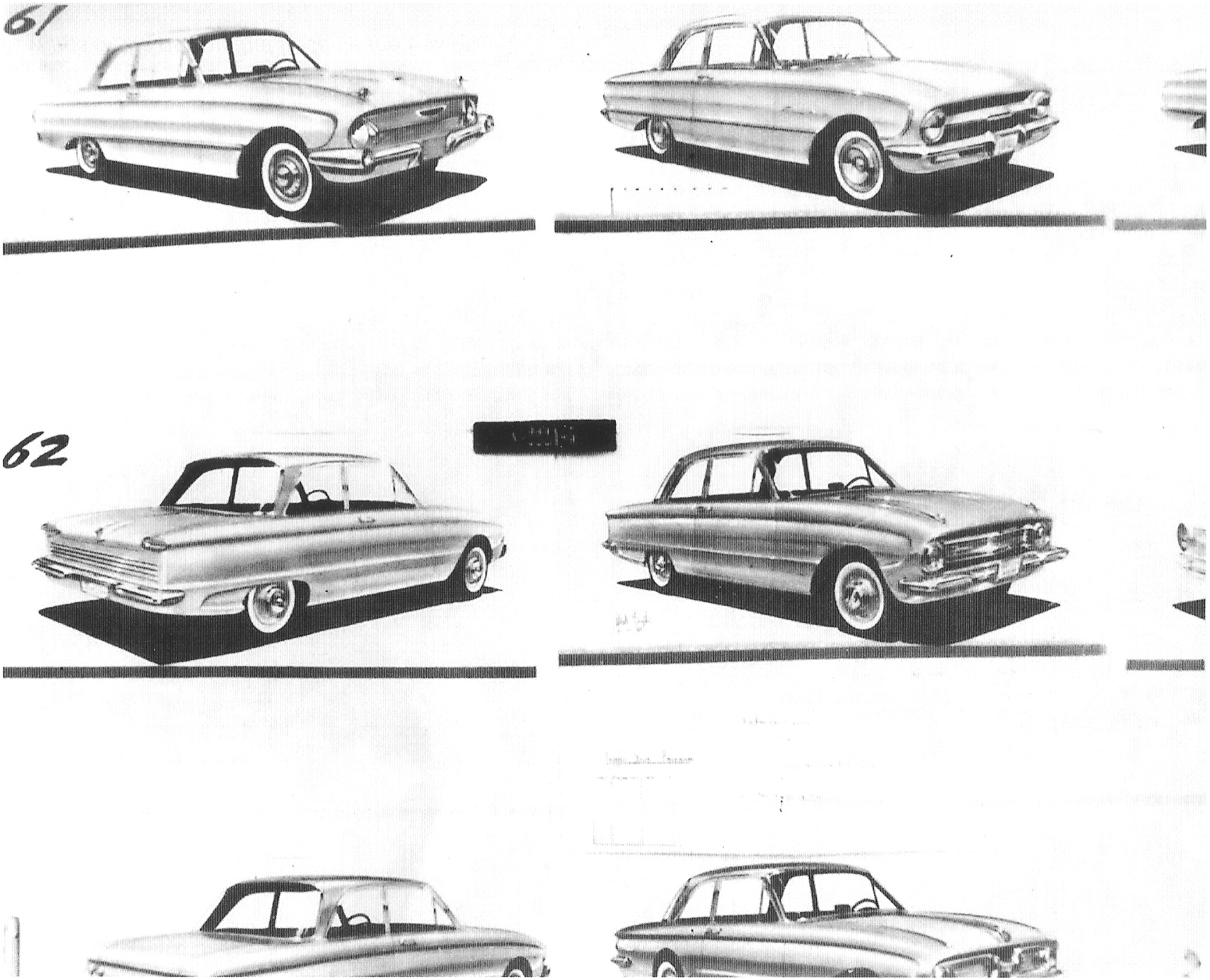


It was difficult to return to single headlamps. The debate for single or dual headlights for Falcon was still on. 6-5-58



Original drawings of the design that became the Falcon.

1-7-59



Drawings of proposed 1961-1963 facelifts.

11-5-58

TESTING THE FALCON

All components were tested extensively in order to make sure that all "bugs" were out before the assembly line cars were built. Of particular concern was the unit body construction. This type design always has inherent noise and vibration problems.

The operational prototypes were driven by the engineers who developed the car to areas of extreme temperature and altitude. Much of the testing was done between Dearborn and Cincinnati, Ohio, and, between Dearborn and Arizona. On September 10, 1959, fourteen Falcons with experienced endurance drivers, covered every mile of federally numbered highways in the continental U.S. To prove that the economy objectives of the Falcon had been met. This brought the total number of miles traveled in Falcons to 3,250,000. During the 26 day trip, the average driver traveled 615 miles per day for a total of 15,990 miles. The average gas consumption was 28.44 miles per gallon.

Much effort was expended on the Falcon to make it retain the big car feel and ride that Americans were accustomed to. Every effort was made in the initial engineering stages to keep the car from jerking and riding like an import.

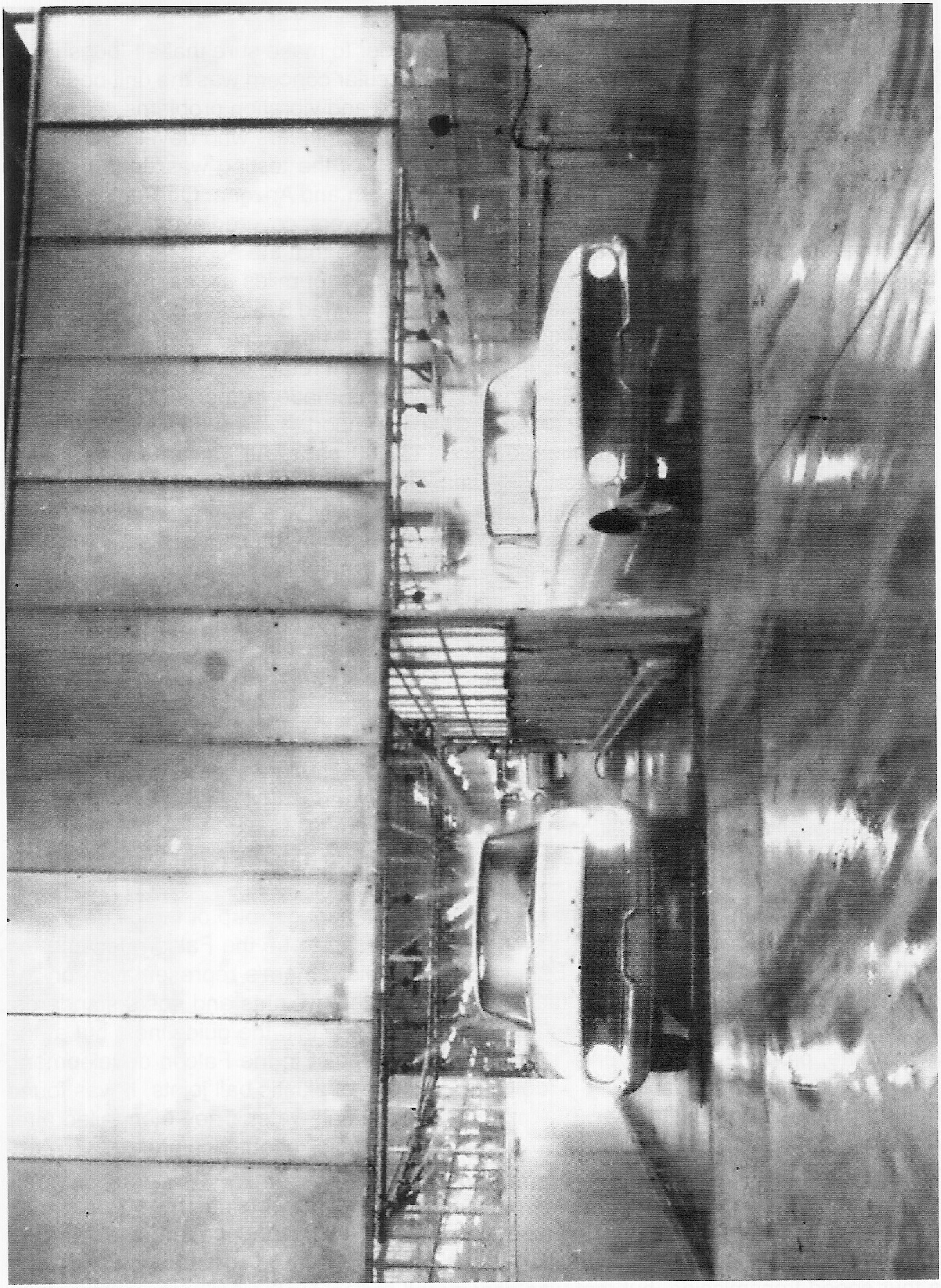
The completed Falcon contained about 13,000 parts. All Falcon engines were manufactured at a Ford engine factory in Lima, Ohio. The first Falcons to be built by assembly line methods were done at the Ford Pilot Assembly Line in Allen Park, Michigan. This is a "practice" assembly line for determining assembly procedures as well as for training assembly line workers. Falcons were initially assembled at Lorain, Ohio; Kansas City, Missouri; and San Jose, California. Later, Falcons were also assembled in Atlanta, Georgia; Metuchen, New Jersey; and, Los Angeles, California.

JACK HOOVEN-HEAD FALCON ENGINEER

The large part of Falcon engineering, as well as the development of the vehicle was done under the direction of the late Jack Hooven. (The late Jack Hooven and Fred Hooven were no relation). Fred Hooven described Jack as a first class design engineer and manager—a rare combination. He had a good way with designers at the drawing board. He would give them such tasks as to save a certain percentage of weight, or to combine two parts into one that had produced good results.

Jack Hooven had to constantly remind his engineering group of the guidelines to which the Falcon had to adhere. The "paper car" chosen to be the Falcon became the standard. Project planner Charles Baldwin was Mr. McNamara's representative on the development team to see that engineering stayed within weights and costs standards. Jack Hooven was then in a constant tug of war to keep within the guidelines, but at the same time, produce a quality engineered car. At one point in the Falcon development, Fred Hooven mistakenly sold Jack Hooven on the use of plastic ball joints. It was found that they worked fine until they came into contact with salt water. They then failed after exposure to the salt solution. Jack Hooven had to do a quick about face and order a conventional ball joint for the Falcon.

Ford management had originally chosen a four cylinder version of the "paper car". But Jack Hooven and his associates made the case for a six cylinder due to the four's inability to withstand lugging at low speeds. This could have been corrected by designing a four speed transmission, but that was considered radical for the American public at the time. Jack said, "We had to make the car feel like a big car, but we had to have the good



Completed 1960 Falcons in water leak test-booth at the Kansas City Assembly Plant.

Ford neg. # 116378-6

handling foreign car buyers are always bragging about. The car had to avoid usual small car troubles. It had to be quiet on rough roads and it couldn't have any hash (general noise)."

At one point in the engine development a lesser quality piston ring was considered in order to reduce cost. Jack Hooven held out for the highest quality piston ring available. The engine was so efficient that Hooven's engineers had to redesign the entire heater in order to provide sufficient heat for the passenger compartment.

Jack Hooven described the new Falcon: "The engine is an all new, light weight, cast iron, overhead valve design, six cylinders of 90 horsepower. You might describe it as a transistorized engine, doing more and better with less. It is the most leak proof engine ever produced. We have
d electronic mass balancing of the entire engine assembly—an industry first for a six cylinder. The Falcon 6 is about as easy to dissemble as the Model A engine [Ford Model A automobile, 1928-1931]. The engine has 200 fewer parts than the Ford [1959 big Ford] 6 cylinder engine. The car has zinc coated rocker panels and other critical structural sections of the body to insure long life. The Falcon body has 200 fewer parts than the standard body. For example, a Falcon door has 31 fewer parts and six pounds were saved by making the top of the gas tank serve as the floor of the luggage compartment. The suspension provides an exceptional combination of soft ride and maneuverability. The testing of the Falcon has been the most ever on an American car. Prototypes and production models have been driven over one and one-half million miles. Some individual test cars have over 100,000 miles on them."

FALCON NEWS RELEASES

(The following two news releases were the first to announce the Falcon. They are reproduced here for their information and historical significance).

FROM NEWS DEPARTMENT

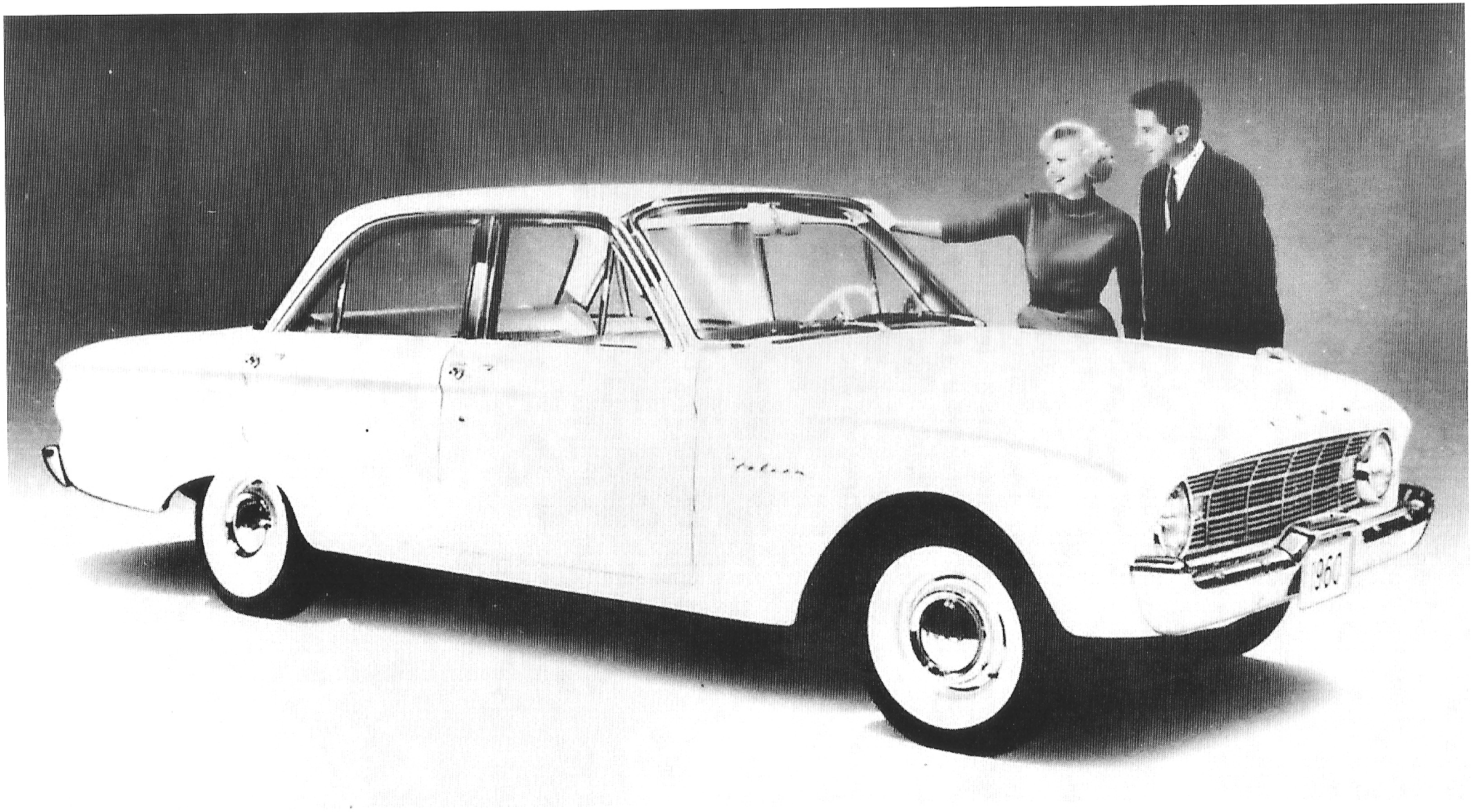
Ford Motor Company

DEARBORN, MICHIGAN

IMMEDIATE RELEASE

Following is the text of remarks by Henry Ford II, president, Ford Motor Company, during the closed-circuity news conference announcing publicly Ford's new economy car, the FALCON, in Dearborn, Mich., Wednesday, Sept. 2, 1959:

Good afternoon, ladies and gentlemen. It is a great pleasure to welcome the representatives of the press, radio and television to this special preview of Ford Motor Company's new Ford Falcon car, which is now going into production in the Ford Division. I



First publicity photograph of the 1960 Falcon. Photograph released 9-8-59.

Ford neg. #115144153A

understand this is the first national news conference of its kind that has ever been held.

A private television network has been set up between Dearborn and your meetings in 21 cities across the country. It covers the nation from Seattle to Miami...from Boston to Los Angeles.

I want to make it perfectly clear that everything you hear today is definitely on the record and for immediate release. Pictures, however, are being held until the designated time on September 8th. One of the classic aspects of a news conference, of course, is the question and answer session.

By means of a special two-way sound hookup, you will be able to ask questions directly of members of Ford Motor Company management who are here in the Board Room. All of you, wherever you are in the network, will be able to hear all questions and all answers. We look forward to your questions—and we will try to give you answers that are clear and forthright.

But to begin with, let us answer three questions that we will pose ourselves.

First...why did we decide to enter the economy car field?

Second...why is the Falcon the kind of automobile it is?

Third...why do we consider it a revolutionary breakthrough?

You are probably prepared to hear fulsome praise and seemingly extravagant claims for our new product, in the classic tradition of events such as this.

The truth is that we do feel we have an important product story to tell you. We are here to try to demonstrate to you—with all the product sell we can give you—that the Falcon is a truly new automobile from the ground up. But we also feel we have a story that transcends the product itself.

The Falcon is a six-passenger, six-cylinder, front engine car of 109½ inches wheelbase. It weighs 2,366 pounds. It is capable of getting 30 miles per gallon in normal highway use. It is a family car.

There you have some of the basic facts about the Falcon. What these facts do not tell you is what makes the Falcon special and different.

Here's one way to put it. Inch for inch, the Falcon is at least 40 percent lighter than the standard Ford Fairlane. It weighs three-quarters of a ton less, not so much because it is somewhat smaller in exterior dimensions, but most importantly, because it is designed lighter from bumper to bumper and from floor to roof. It is easy to handle in traffic and to park and yet it has big car feel on the road. Though much lighter, it has passenger space comparable to standard cars and has excellent structural rigidity and durability.

It was possible to achieve all this only by the most extreme design simplification and critically accurate engineering. If we had not succeeded here—if we had not been able to reduce weight by three-quarters of a ton without impairing handling and road-ability—we would not have been able to build a car of this quality and size to sell in this new price class. It's the three-quarters of a ton we've taken out that makes possible the low price to the customer.

With the Falcon, we are embarking on a new direction that could materially alter the future of this industry. The essence of the Falcon is design simplification on a scale that will enable us to provide more and more real product value in the face of continuing cost inflation.

It would be rash at this time to try to predict too much of the future of the economy car and its impact on our way of life. We estimate that sales of Ford, Chevrolet and Plymouth economy cars could reach ¾-million to one-million units during the calendar year 1960. Of these, a substantial number should be additional sales that the market would not otherwise have generated. That would be a boon not only to this industry and to the people who work in it, but also to the employees of the many industries allied to it and to the entire economy.

We believe economy cars will accelerate the increase of multiple-car families. The Falcon and other economy cars may liberate many more American women from the inconveniences of the one-car household—just as the Model T once freed the American farm family from its isolation.

One thing seems clear. We are on the way to providing a still wider variety of types, sizes and shapes of automobile...to meet the varied needs of a people of constantly rising living standards, both at work and at play. Ford Motor Company is on the way to providing truly new cars that give substantially greater value and performance for each automotive dollar...cars that are lighter, nimbler and easier on the family budget...cars that are fun at the same time that they are sensible.

This afternoon you will hear a story of the Falcon told by the men who took part in its development from start to finish. It's the story of how one company found an engineering solution to an economic problem.

It's a story of meeting foreign competition without resort to trade restrictions.

It's the story of a triumph of function in design—maximum value at minimum cost.

It's the promise of a future in which auto manufacturers will compete more and more strongly in science and technology.

It's last but not least, the story of a new American product, a truly great automobile—the Ford Falcon. -

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9/2/59

FROM NEWS DEPARTMENT
Ford Motor Company
DEARBORN, MICHIGAN

IMMEDIATE RELEASE

Following is the text of remarks by Robert S. McNamara, vice president-car and truck divisions, Ford Motor Company, during the closed-circuit television news conference announcing publicly Ford's new economy car, the FALCON, in Dearborn, Mich., Wednesday, Sept. 2, 1959:

For the past 10 years the automobile industry has prospered by giving the customer more car for his money. The market has consistently rewarded those who followed this trend, and punished those who opposed it.

In scarcely more than a decade, the Ford and competitive vehicles have grown larger, more comfortable and more powerful than the luxury cars of a few years ago. By any standard, they are better cars. They offer every significant optional device that you can buy today on the most expensive cars.

In only five years, for example, the basic Ford car has changed drastically. The 1959 Ford is superior in every respect—performance, comfort, safety, durability, and style: and yet it costs only $150 more than the 1954 car, if we discount for inflation.

But during that period, rising wage costs forced up our payments for labor, purchased parts and materials, tooling, freight, plant and equipment. In total, inflation has added over $300 to the price of our basic car in just five years.

By contrast, foreign manufacturers, mainly because of their relatively low wage costs and fast-growing sales volume, but also in part because of less frequent model changes, have been able generally to hold the price line. In the past five years the price gap between a popular-priced U.S. car and a typical small import grew sharply. Economy-minded buyers began to swing to imports in growing numbers. We have here a graphic picture of a problem that has confronted more and more American manufacturers in all fields: how to compete with aggressive, low-wage cost foreign manufacturers in the face of continuing inflation in this country.

As inflation continued and brought more and more small cars into the market, it became clear that a significant trend was under way. It looked as if a substantial market would soon exist for economy cars of American manufacture. In March of 1957, we felt the evidence justified a Ford entry.

We were able to bring to the problem the experience we had gained in over 40 years of designing economy-type vehicles for Ford of England, Ford of Germany and Ford of France.

In addition, and by coincidence, we had just completed the design of a new military vehicle to replace the war-time Jeep. Our job had been to carve a huge chunk of cost and weight out of the Jeep and at the same time preserve its durability and improve its performance, economy and simplicity. We ended by redesigning it from bumper to bumper and came up with an entirely new vehicle called the Mutt. We are now preparing to produce these vehicles for the Army.

Engineering studies on the Mutt involved an empirical approach to design that was new to our experience. These studies suggested the possibility of a major breakthrough in concept, design and engineering of passenger cars—mainly through intense simplification.

Design simplification, of course, was not new to this industry. But its past application had been largely evolutionary.

The Stutz Bearcat, a supreme expression of sporting life in its day, was built like a tank with steel girders for its frame and boiler plate for its skin. The metals, manufacturing processes and engineering knowledge of that day were not up to the job of building a car such as the Thunderbird. This was true of conventional cars of that time.

Over the years, engineers gradually refined all parts of the automobile. But in recent years, because weight was not a major factor, they tended still to figure out on paper how much strength was needed in a part, and then to double or triple the specifications just to be sure.

When our engineers designed the Mutt, they couldn't afford this approach. They had to engineer parts to needle-sharp theoretical tolerances and then to make sure that they passed the grueling tests of the proving ground.

When we succeeded in building a finely-honed vehicle that would stand up to the most rigorous demands, we found that the same techniques could be applied to the mechanical components of a new passenger car. We could, in effect, compress years of evolutionary design refinement into one giant forward step.

With this possibility in mind, with our market research completed, and with our experience in designing economy cars for the foreign markets, we proceeded with our blueprint for the Falcon. It called for a smaller car that closely matched the standard American automobile in passenger space, comfort, highway performance, ruggedness and dependability. It was to have big-car ride...and, above all, it was to have gasoline mileage at least 50 percent better than standard cars. Its mechanical components were to be so simply designed that the competent backyard mechanic could take them apart with hand tools. It was to have a significantly lower price. It was to offer, in short, maximum function for minimum cost.

It was also to be handsomely styled and fitted, and built to the highest standards of quality. We particularly wanted the stamp of quality to stand out on this car.

This was the challenge the Falcon offered us: to start from scratch, to discard conventions, to question...and if need be...to modify substantially the accepted techniques of the past. It was a chance to combine in one car the world's finest design features and to apply the most up-to-date manufacturing techniques. It was a chance to do many jobs better than they had ever been done before.

With the Falcon, instead of taking off from a traditional design, we established an ideal design. We said the car must weigh so much, and cost so much, and hold so many people, and then we said to our engineers—"Here's what we want; now you show us how to do it."

The only question was: Could we bring it off?

Only someone who has sweated through hours of discussion involving the change of a radiator design or a steering knuckle or brake drum could really appreciate the magnitude of this job. Well, the answer is that we did bring it off, beyond our fondest hopes.

The Falcon program posed inexorable deadlines to do literally hundreds of things that "couldn't be done." We gave our scientists, engineers and manufacturing people free rein to solve those problems without regard to "How it has always been done in the past."

We got results. We got unprecedented enthusiasm. We got ideas and brilliant design developments in two years that normally would take a decade. And, what's most important, we know now how to go on getting results like this.

We have found the way to give more real value in our luxury and standard cars.

And if there is a broader significance to our story, it is this: The challenge of increasing the tempo of our economic growth, raising our living standards faster, providing more jobs, better education—is substantially one of increasing the production and consumption of goods. The most effective way to increase production is to offer people products that tempt them to buy because they are new and different and represent more real value per dollar.

The new American economy cars are a big step in that direction.

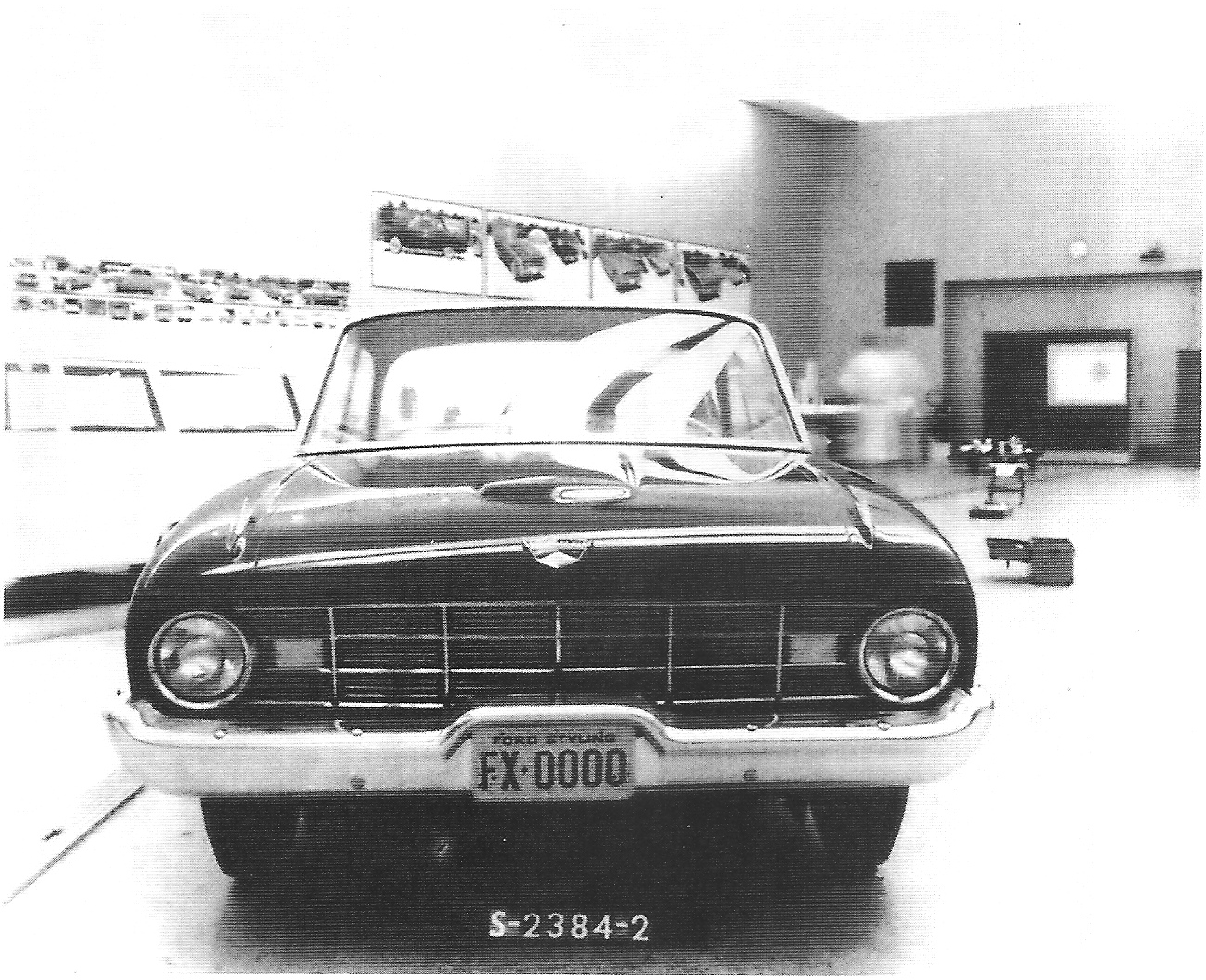
9/2/59

NAMING THE FALCON

Even though the Falcon name was used on an early design proposal for Ford's new compact car, it was not officially designated as the Falcon until late 1958. As was noted earlier, many code names were used on the mock-ups: Cougar, Valkyrie, Lavion, Astrion, Debonaire, and, of course, Falcon.

John Conly from Ford's advertising agency searched through lists of bird names and could not find a more appealing name than Falcon. Chrysler Corporation had used Falcon on a 1955 experimental sports car. So the chosen name for Ford's new vehicle was owned by one of its big competitors. However, the problem was soon handled by Henry Ford II. He telephoned Chrysler management and secured the rights to the Falcon name.

Falcon had also been a name considered by Ford for the car that became the 1939 Mercury.



At one point a front hood crest, similar to the production rear crest, was to be included.
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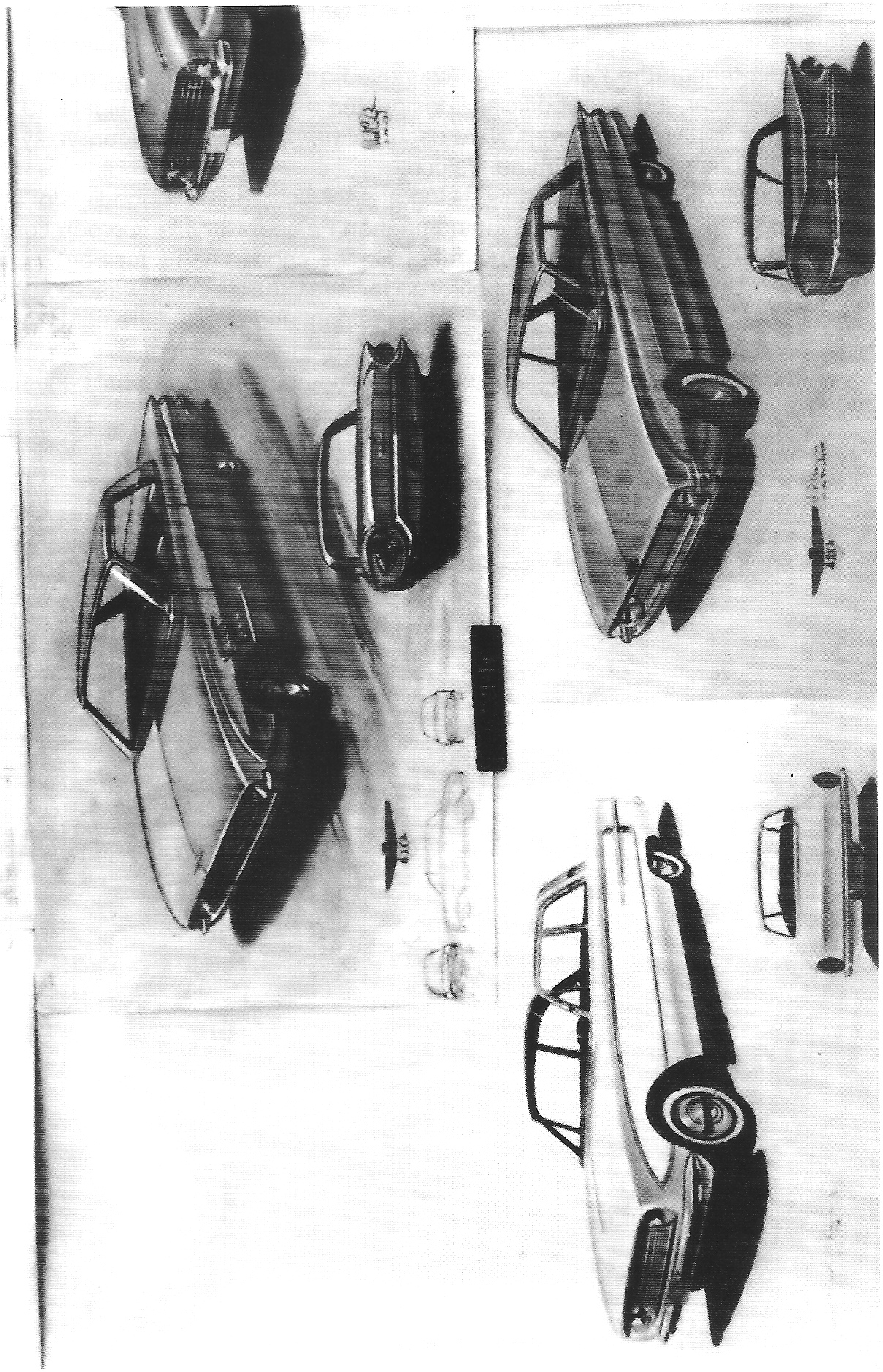

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XK T-Bird drawings.

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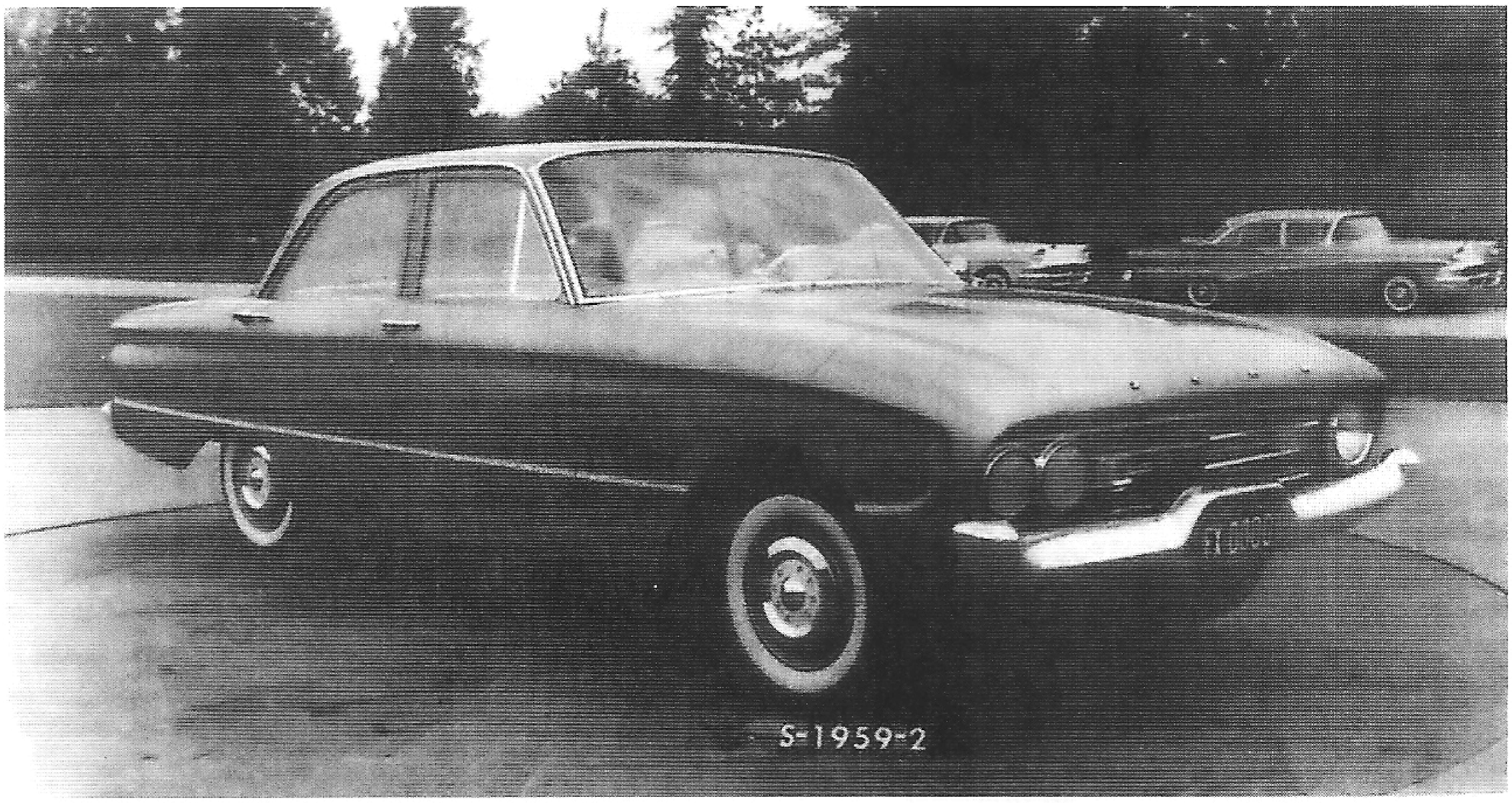
1960 PRODUCTION

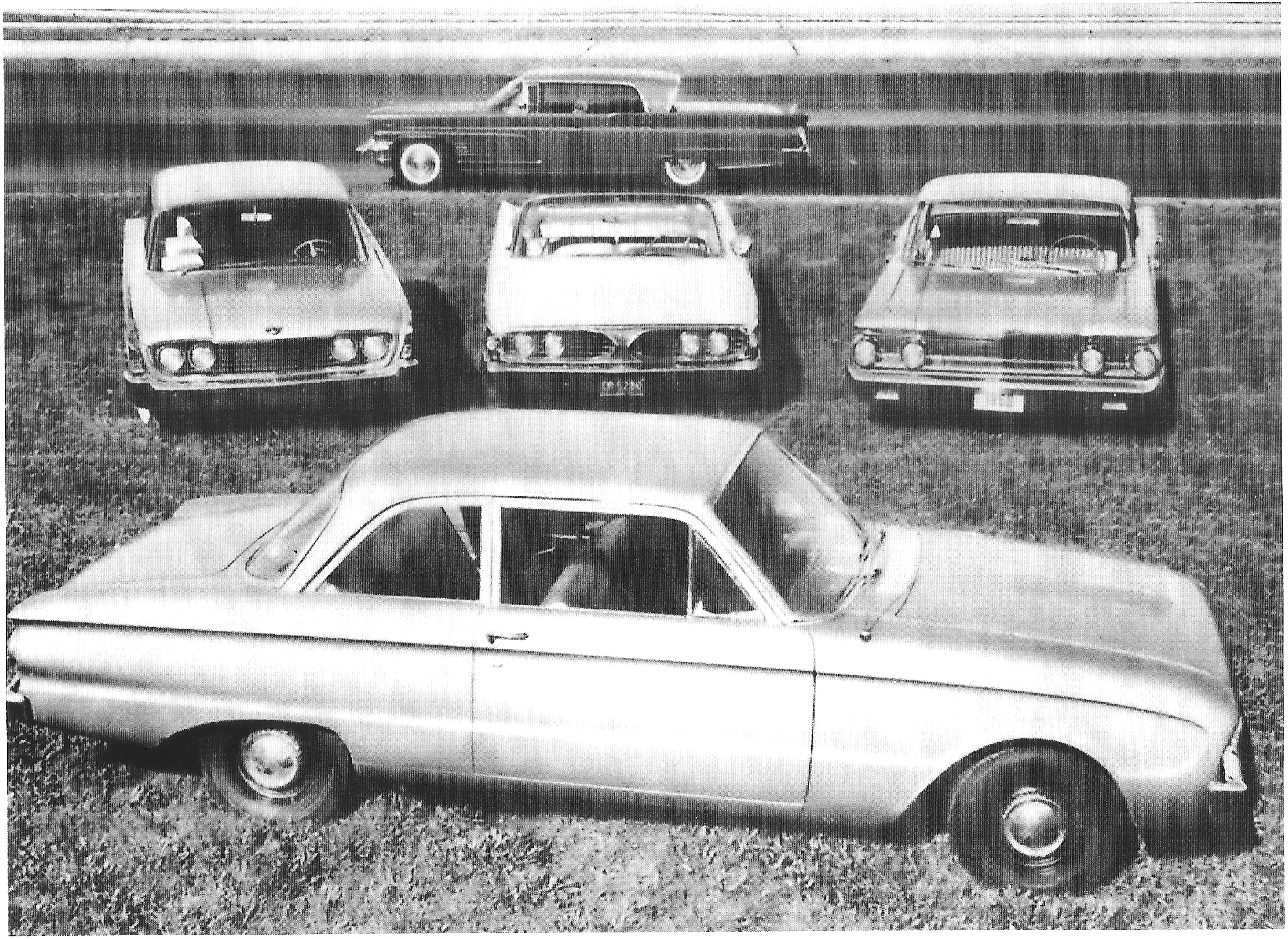
The 1960 Falcon was shown to the public on October 3, 1959. Due to preshowing press coverage, the public knew about what to expect in the new compact cars, so there was not a great mobbing of the showrooms as had occurred with the Model A Ford in 1928 or what happened when the Mustang was introduced in 1964. Most showroom activity took place at the Chevrolet dealers where the curious wanted to see how Corvair had copied the rear engined Volkswagen. The October 1959 sales record was not spectacular for Falcon. Corvair actually outsold Falcon 23,800 to 17,700 during that initial month. Beginning in November, 1959 Falcon sales took off and soon Falcon outsold Corvair and Valiant combined. For the 1960 model year, Falcon sold 456,703 U.S. vehicles (including Ranchero) plus an additional 9,537 Canadian Frontenacs. Corvair produced 250,007 for the entire 1960 model year.

Falcon production figures, broken down by model, were as follows:

FALCON MODEL	BODY STYLE	UNITS PRODUCED
64A	2 dr sedan	193,470
58A	4 dr sedan	167,896
71A	4 dr wagon	46,758
59A	2 dr wagon	27,552
66A	Ranchero	9,537
TOTAL NORTH AMERICAN PRODUCTION		466,240



The "peak" had been removed from the front fenders but the number of headlights was still being debated. 7-19-58



Falcon styling is contrasted with other 1960 Ford Motor Company cars: Ford, Edsel, Mercury, and Lincoln.
9-5-59 Ford neg. # 116127-1

The Frontenac was offered in both the sedans and in both the station wagon versions. A breakdown on body styles for the Canadian cars was not available.

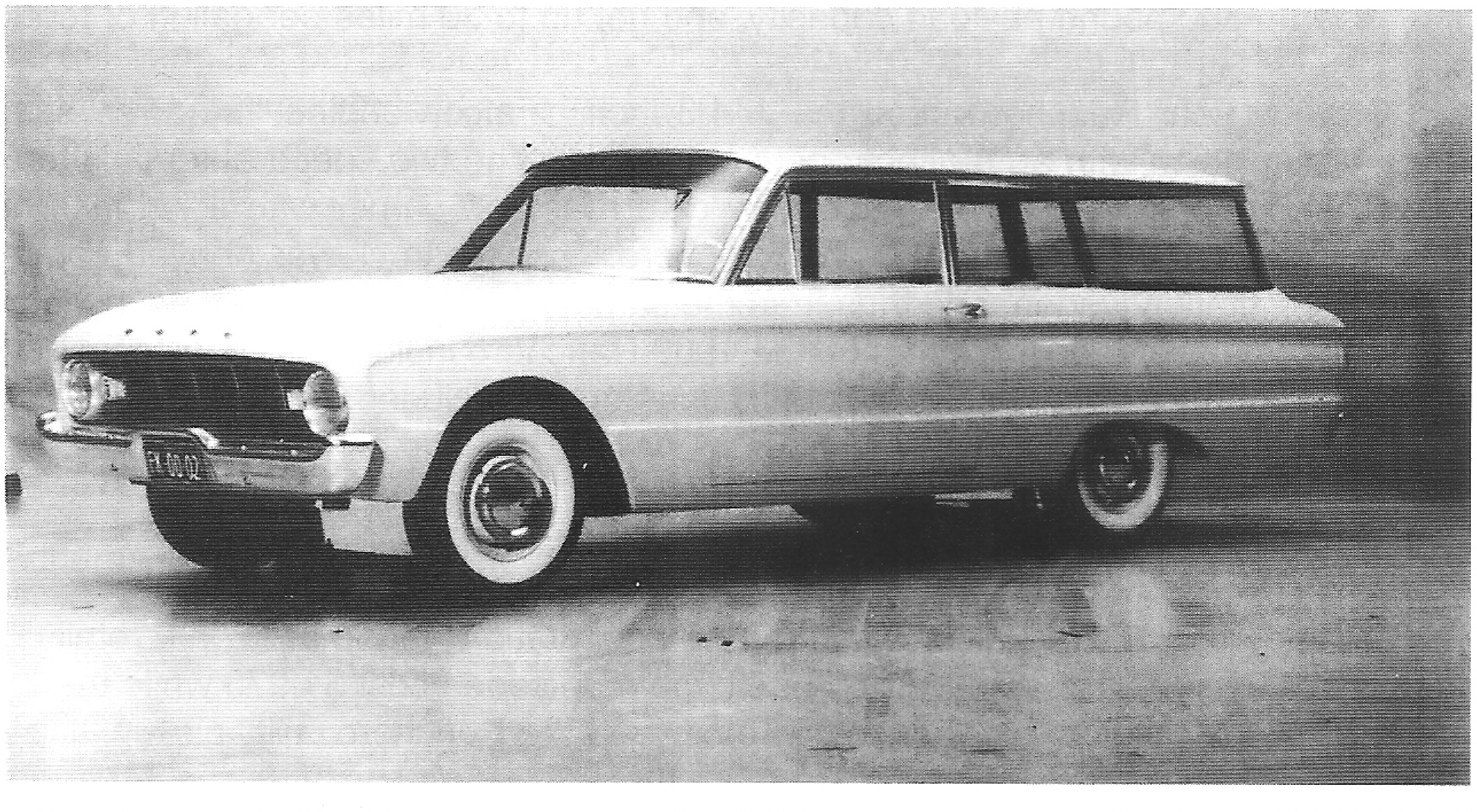
The 1960 Falcon broke the introduction year car sales record that had been held for 30 years by DeSoto. The Desoto was introduced in 1929 and sold fewer than 100,000 units. However, it held the introductory year record until the 1960 Falcon.

There seems to be a controversy about whether Falcon or Mustang had the higher production figures for the initial model year. Most figures show that Mustang outsold Falcon by about 1,000 cars. An unconfirmed source alleged that the Mustang figures were "fudged" in order that Mustang could claim the first year's sales record over Falcon.

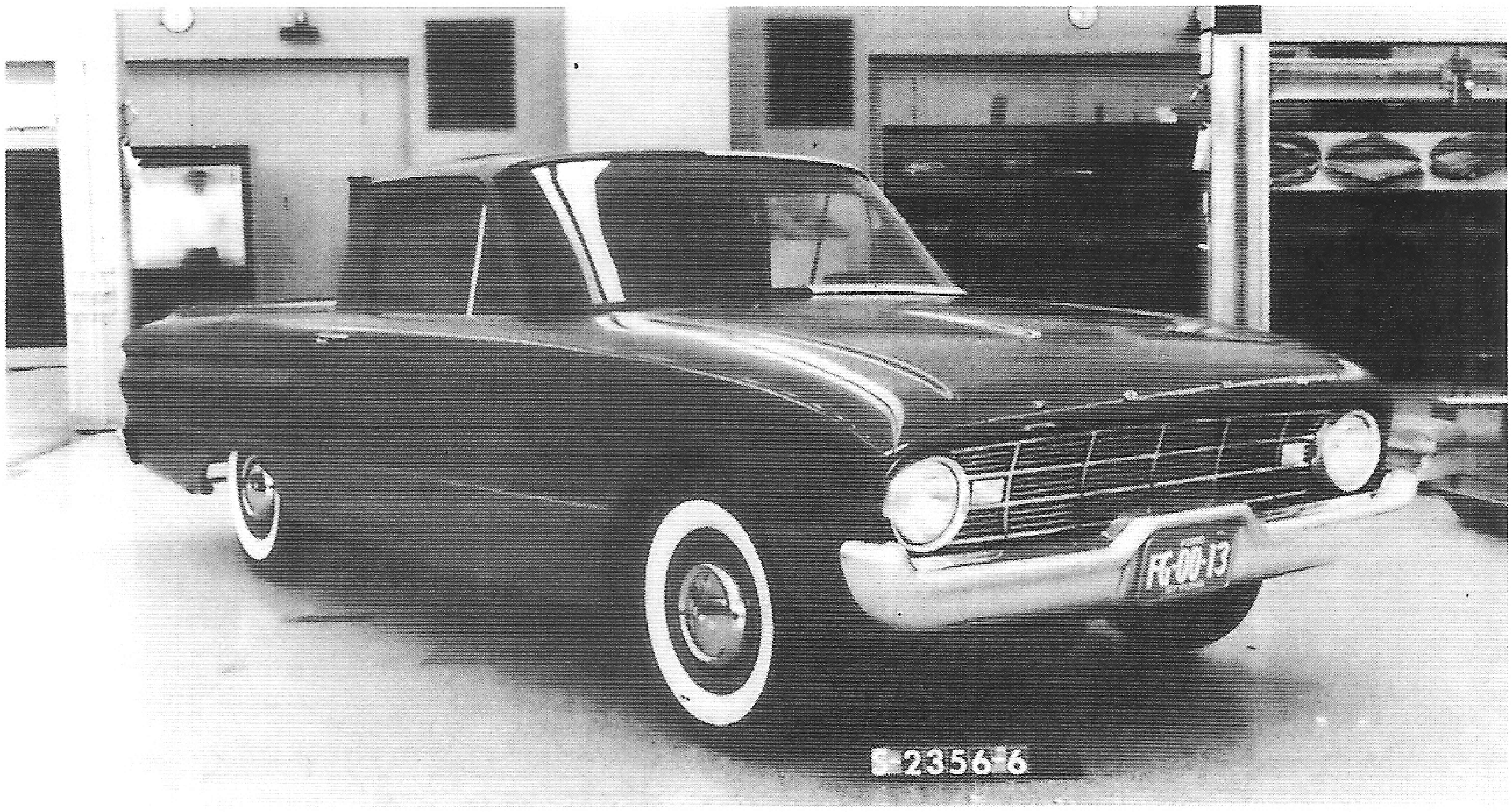
STATION WAGON INTRODUCTION

The 1960 station wagons were announced on January 5, 1960 in the Ford Employee Bulletin. They were built on the same 109.5 inch wheelbase as the sedans but at 188.94 inches the wagons were 7.81 inches longer in overall length than the sedans.

In a magazine test article, the 1960 two-door wagon was compared with the Studebaker Lark, Rambler American, Buick Special, Oldsmobile F-85, Chevrolet Corvair, and Plymouth Valiant station wagons. The Falcon was not an outstanding performer but was excellent on gas economy. The author was particularly happy with the spare tire location and the optional power tailgate.



The first Falcon Station Wagon mock-up. 2-14-59 Ford neg. # 115118-143



The first Ranchero clay model. Rear portion of roof removed from a two-door Station Wagon.
12-30-59

THE 1960 FALCON TRUCK

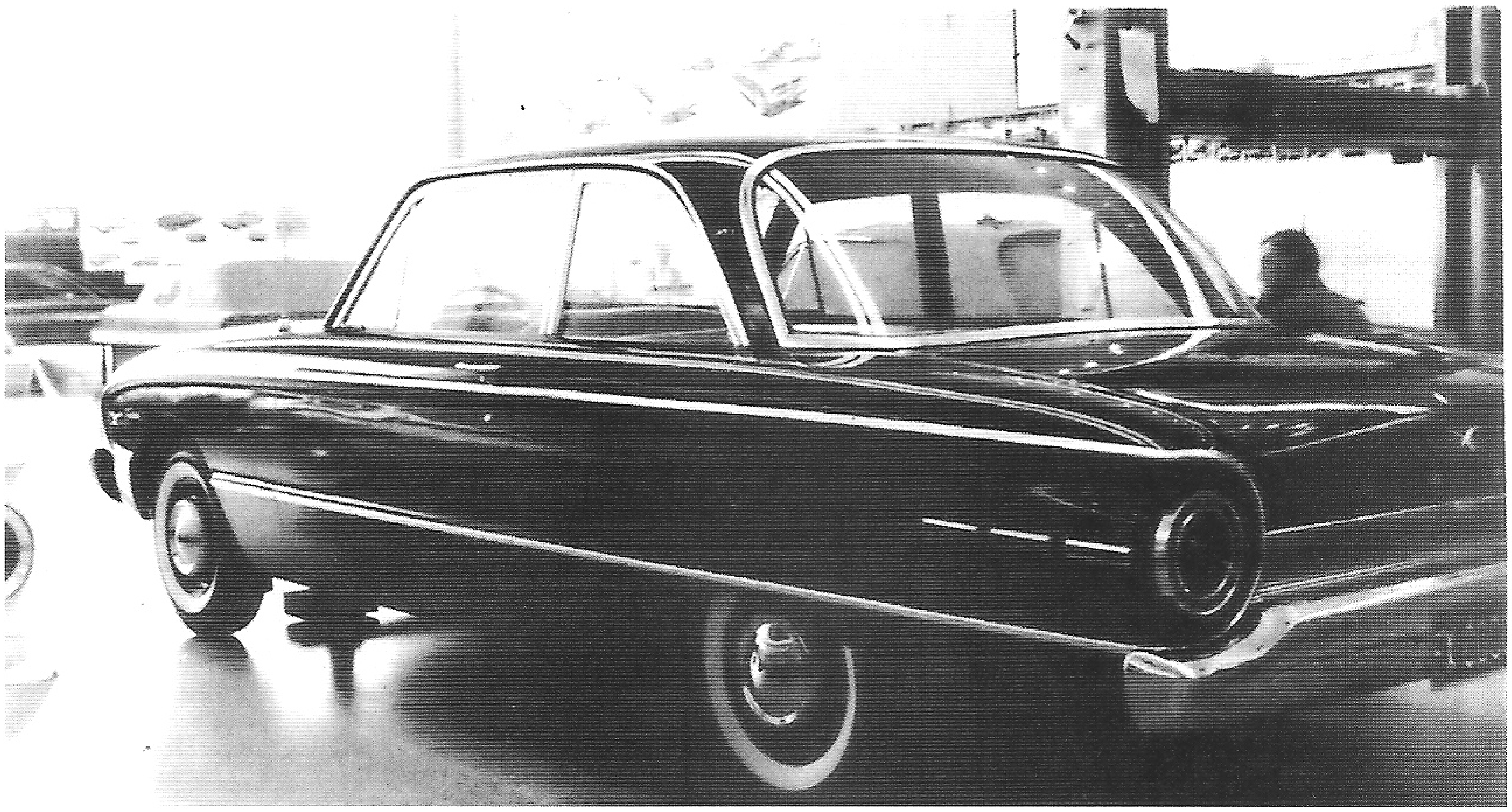
The Falcon Ranchero pickup was successful because it returned to the hallmarks of Ford tradition. These included light weight, low cost, low upkeep, and full performance.

The '60 Ranchero was developed for the Falcon line because the 1960 Ford station wagon was too heavy to be the base for a light utility vehicle. The Ranchero first appeared at the Chicago Auto Show in late January, 1960. It was America's lowest priced pickup, had an 800 pound payload capacity, and got up to 30 miles per gallon of regular fuel.

The first year Ranchero used the 144.3 inch^3 Falcon engine, the three speed manual transmission with an 8½ inch "pot-type" clutch. The two speed automatic transmission was optional. A Ford built Salisbury type rear axle carrier with a 7¼ inch ring gear and ratio of 3.56/1 was standard on Ranchero. The little truck was derived from the 2-door Falcon station wagon, and thus, had the same overall length of 188.94 inches as the wagons. The deluxe exterior trim on the 1960 Ranchero included side window frame moldings and bright tail light rings. The deluxe interior trim included color keyed cloth seat inserts, white steering wheel with horn ring, courtesy lights, and an ash tray light.

1960 FALCON PRICES

The most expensive Falcon was the four-door station wagon at $2,290 retail. The 2 dr. wagon had a retail base price of $2,225, the 4 dr. sedan cost $1,975 while the 2 dr. started at $1,915. The lowest priced 1960 Falcon was the Ranchero utility pickup. It listed



A '60 proposal with excess trim. 2-23-59

for $1,865. The optional equipment prices were as follows: Radio $54.05, Heater $73.40, Automatic Transmission $163.10, Padded Dash and Visors $21.80, Seat Belts $20.60, Deluxe Trim $78.30, Windshield Washer $13.70, and Whitewall Tires $29.00.

1960 BROCHURES

(The following is a partial list of 1960 Falcon brochures and other literature. It is not meant to be a complete list.)

"1960 Ford Falcon Service Tips", 18 pages, given to customer by dealer.

"Closed-Circuit TV Press Conference about the 1960 Falcon," taped 8-31-59 for airing on 9-2-59, 34- pages.

1960 Press Kit—9-2-59, Ford Falcon, First Pictures of America's New Size Car, four-door sedan photo, announcement data.

Brochures FD-C-6010, two & four-door sedans, 8-59.

Brochures FD-C-6013, the Falcon line, 6 pages, 8-59.

Brochure FD-C-6017, the Falcon line, 12 pages, 8-9.

"Ford Motor Company Presents 1960 Cars", two-door sedan, 10-23-59.

Brochure FD-C-6022, two & four-door station wagons, 2-60.

Brochure FD-C-6020, sedans and station wagons, 2-60.

Brochures FD-C-6050, Ranchero, 3-60.

"Buyer's Digest of New Car Facts for 1960", approx. 70 pages.

"1960 Falcon Shop Manual", form 7760-60.

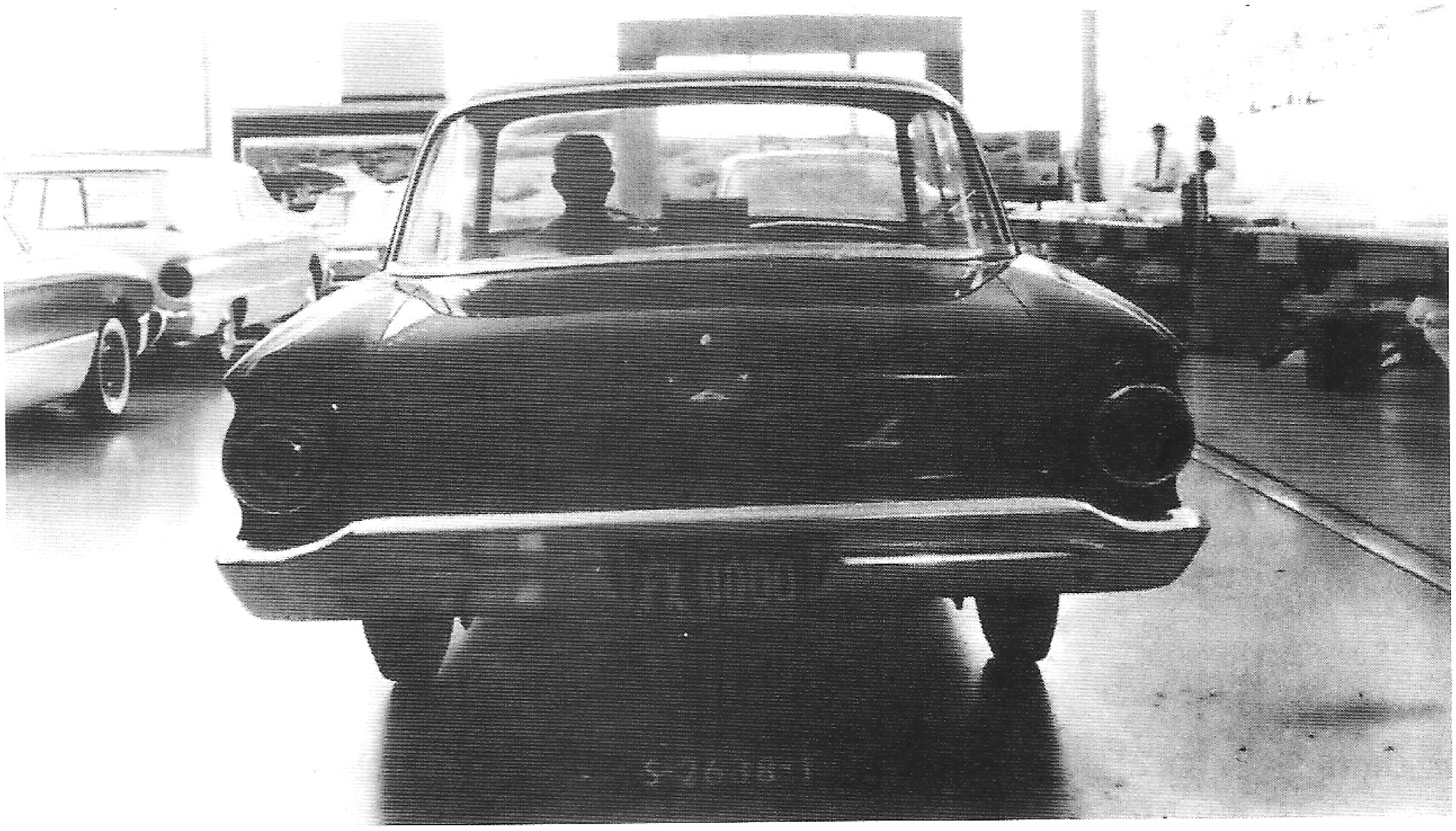
1960 FALCON MAGAZINE ADS LIST

(The following list contains 1960 Falcon advertisements appearing in Life magazine.)

September 28, 1959, vol. 47, # 13, pp 100-101. [Henry Ford's announcement]

October 12, 1959, vol. 47, # 15, pp 74-75, [four-door sedan]

January 11, 1960, vol. 48, # 1, p 46. [sedan]



'60 proposal with "Speedy Bird".

4-16-59

March 21, 1960. vol. 48, # 11, pp 102-103. [station wagon]

April 4, 1960. vol. 48, # 13, pp 30-31. [Ranchero]

April 18, 1960. vol. 48, # 15, p 57. [station wagon]

April 25, 1960. vol. 48, # 16, pp 112-113. [Ranchero]

May 16, 1960. vol. 48, # 19, p 102.

May 30, 1960. vol. 48, # 21, p 17. [sedan]

June 13, 1960, vol. 48, # 23, p 87. [sedan]

June 27, 1960, vol. 48, # 25, p 39. [sedan]

May 2, 1960. vol. 48, # 17, pp 98-99.

July 11, 1960. vol. 49, # 2, p 36. [station wagon]

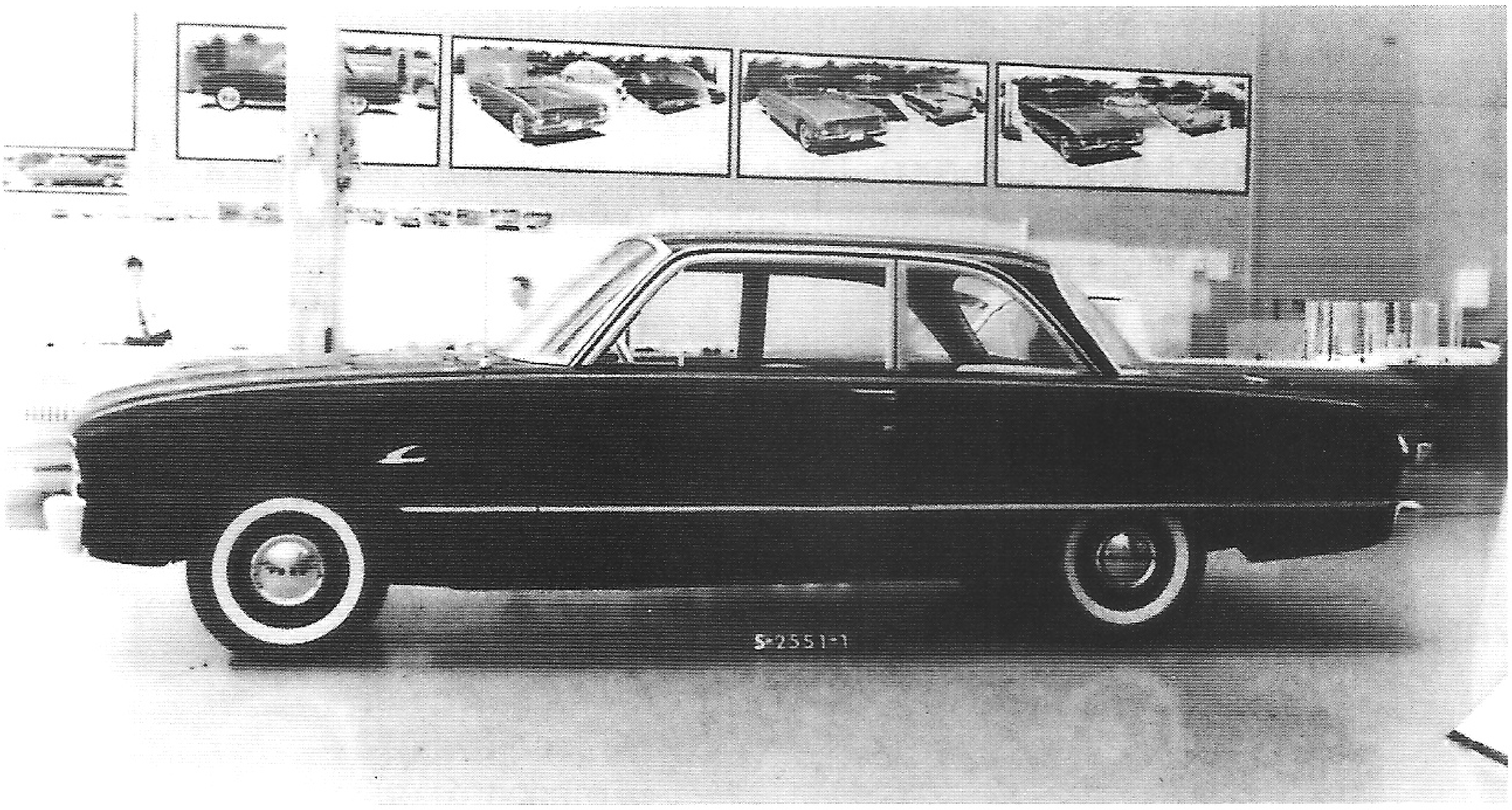
July 25, 1960. vol. 49, # 4, p 10. [sedan]

August 8, 1960. vol. 49, # 6, p 82. [sedan]

August 22, 1960. vol. 49, # 8, p 63. [sedan]

September 5, 1960. vol. 49, # 10, p 43. [sedan]

September 19, 1960. vol 49, # 12, p 63. [sedan]



'60 proposal with a different "Speedy Bird". 3-1959

A '60 proposal with the '61 Deluxe side trim.

RACING THE 1960 FALCON

During the 1960 Daytona Speed Week races two modified Falcons with three two-barrel Holly carburetors and 9.4:1 heads were entered in the compact car race. These cars showed 140 HP and 0-60 acceleration in 10.8 seconds. This engine modification was a proposed factory performance kit. The Falcons were outclassed by larger engined Valiants so Ford immediately pulled the performance kit off the market.

An early Falcon V-8 conversion was done by Bill Stroppe for William Clay Ford. The engine was a Mercury 312 inch^3 block bored out to 320 inch^3. It had 10.0:1 compression heads and a four-barrel carburetor. Research did not reveal any racing results for this car.

In November 1959 at the Continental Divide Raceway, near Denver, Colorado, there was a compact car sedan race. The Falcon-Corvair match-up was a natural dice. The Falcons won over all the Corvairs because the Corvairs kept blowing rear tires due to the extreme tuck-in of the rear suspension. The Corvairs also kept throwing fan belts.

1960 FALCON SERIAL NUMBER CODES

(The Falcon patent plate is located on the rear face of left front door inner panel).

SERIAL NUMBER EXAMPLE: OH11S 201212

EXPLANATION:

F-O-R-D block letters for the rear were proposed but were too expensive.

2-17-59 Ford neg. # 115118-142

Model Year—designated by the first digit in the serial #, 0 (zero) for 1960. Assembly Plant—designated by the first letter in the serial #, "H" indicates the Lorain, Ohio assembly plant. Other assembly plants for the 1960 Falcon were "K" [Kansas City, Missouri] and "R" [San Jose, California].

Series Model # —designated by the next two digits. "11" in our example stands for a two-door sedan. Other 1960 Series Models are "12" [four-door sedan], "21" [two-door wagon], "22" [four-door wagon], and "27" [Ranchero].

Engine Letter—the "S" after the Series Model digits signifies the car's engine. An "S" Engine is the normal 144 inch^3. There was also a 144 inch but was a lower compression engine that used 85 Octane.

Consecutive Number Unit—subtract 100,001 from this number [in our example 201, 212] in order to obtain the car number built at that assembly plant. Our example car was, then, the 101,212th car built at that assembly plant.

OTHER DATA ON PATENT PLATE: Body, Color, Trim, Date, Transmission, and Axle.

EXAMPLE:	Body	Color	Trim	Date	Trans.	Axle
64A	M	12	20K	1	1	

Body 64A—two-door sedan

Codes: 58A four-door sedan
59A two-door wagon
64A two-door sedan
66A Ranchero
71A four-door wagon

Color “M”—white

Codes:	*	* *
A black	RAVEN BLACK	1724
E medium blue metallic	BELMONT BLUE	1225
F light blue	SKY MIST BLUE	1226
H beige metallic	BEACHWOOD BROWN	1230
J red	MONTECARLO RED	1232
K turquoise metallic	SULTANA TURQUOISE	1233
M white	CORINTHIAN WHITE	1238
T medium green metallic	MEADOWVALE GREEN	1273
W light green	ADRIATIC GREEN	1274
Z light gray metallic	PLATINUM	1287

* Promotional Name
* * M3OJ Color Number

If the car were painted two-tone at the factory, there will be two code letters. The first code letter is for the body color and the second is for the color of the car top.

Trim 12—vinyl and body cloth, blue

Codes: (first digit)		
	1	vinyl and body cloth
	2	vinyl and body cloth
	4	vinyl and tweed body cloth
	5	all vinyl
	6	vinyl and woven plastic or body cloth
	7	vinyl and vinyl

Codes: (second digit)		
	0	silver or white
	1	gray
	2	blue
	3	green
	4	brown, tan, or beige
	5	red or red and white
	6	black or black and white
	7	turquoise

Date 20K—the car was built the 20th day of October in 1959

Codes: the numbers indicate the day of the month,

MONTH	1959	1960
Jan	A	N
Feb	B	P
Mar	C	Q
Apr	D	R
May	E	S
Jun	F	T
Jul	G	U
Aug	H	V
Sep	J	W
Oct	K	X
Nov	L	Y
Dec	M	Z

Trans. 1—manual shift transmission, three speed
Codes: 1 manual shift
3 Fordomatic, automatic

Axle 1—rear axle ratio 3.56
Codes: 1 3.56
2 3.89

1960 MODEL RUN PARTS CHANGES

(The following parts changes were made during the 1960 model run. The part group number and date of change are shown for each change. For the total part number, refer to the Ford Parts Book 1960-1964.)

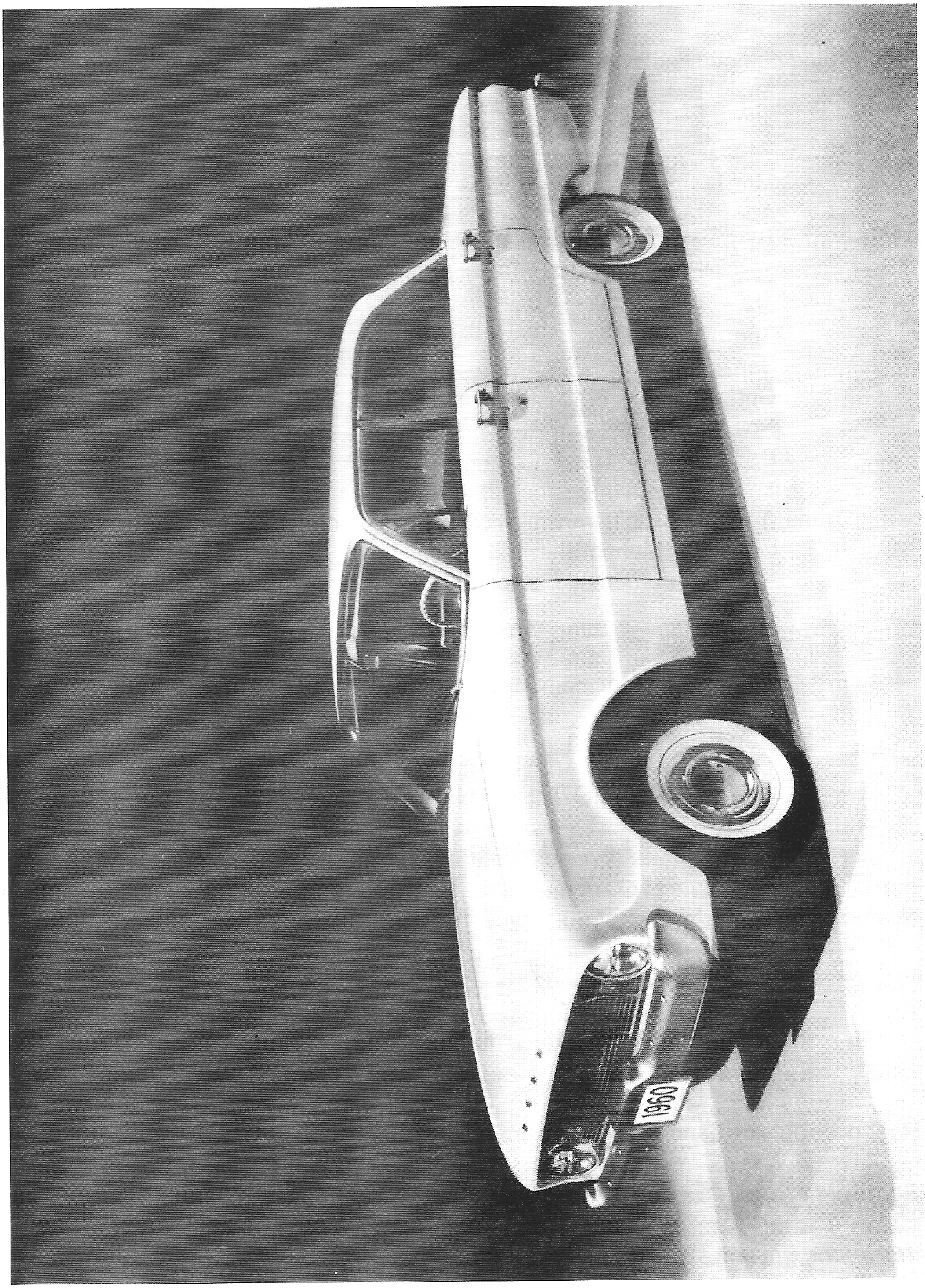
Ring gear & pinion kit #4209 changed on 2-22-60 and then again on 2-28-60.

Starter motor relay to circuit breaker wiring # 11388 on power back window changed 6-22-60.

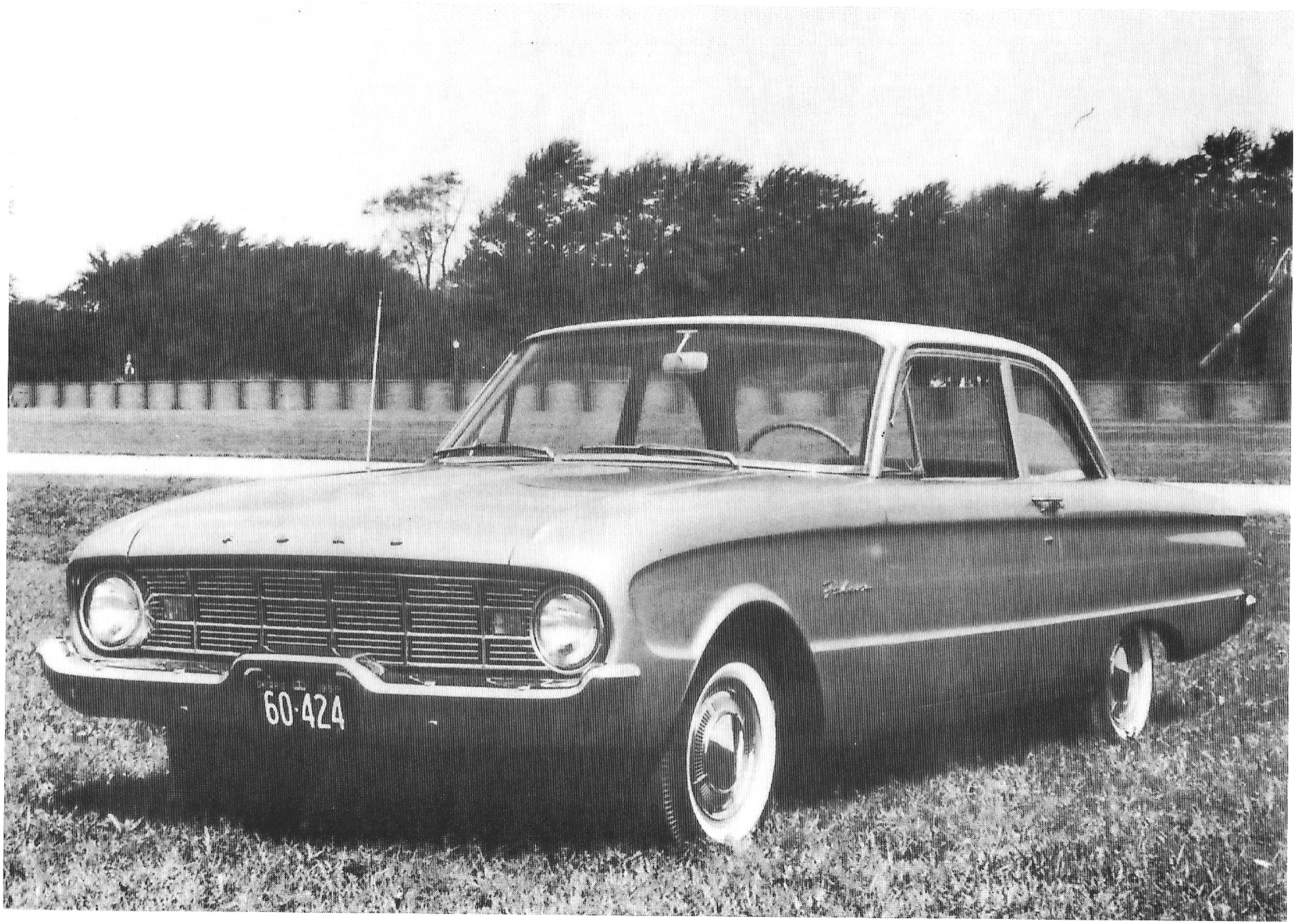
Rear door outside handle button assembly changed 6-1-60. (# 26602)

Rear seat back strap loop handle # 61099 changed 6-1-60.

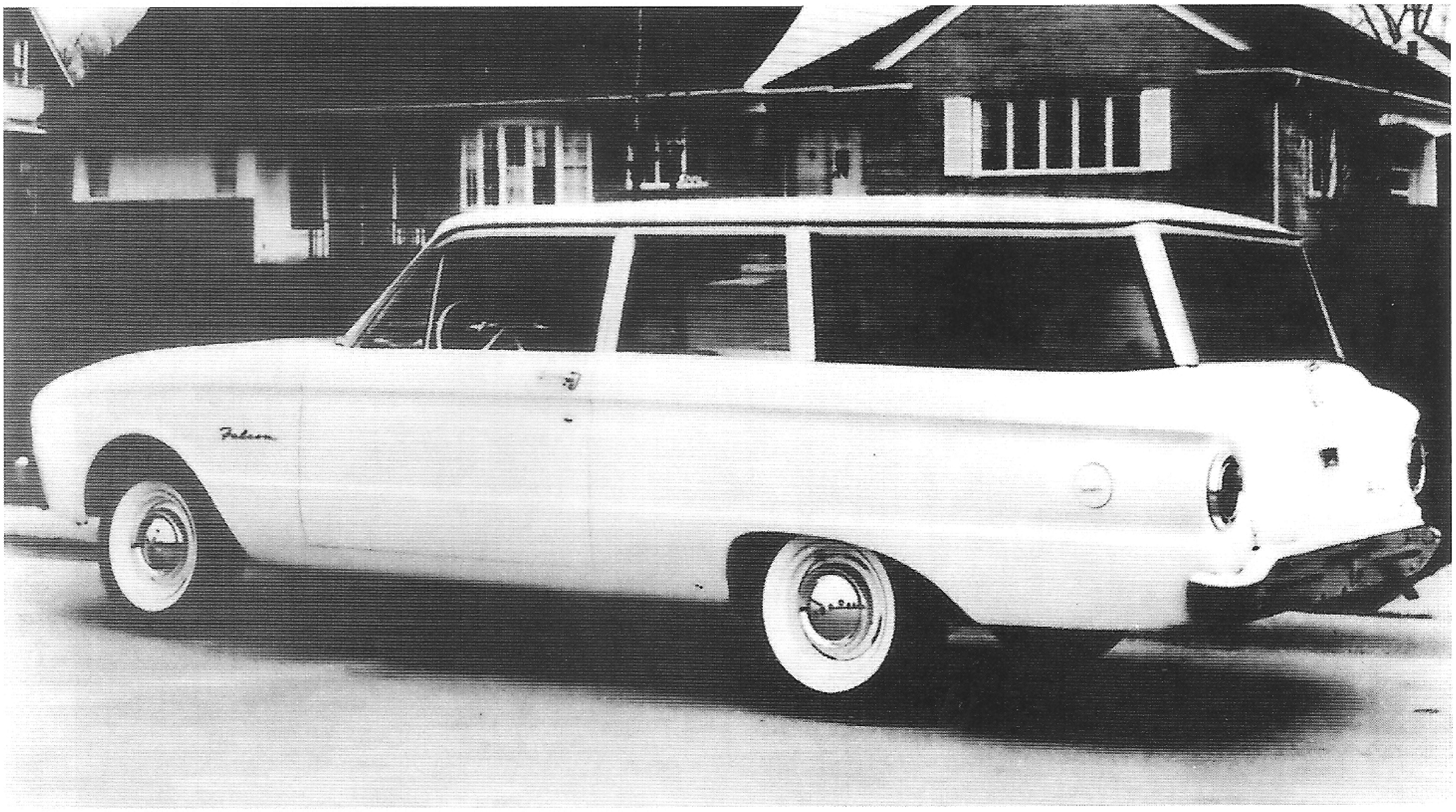
Front door arm rest #24140-1 changed 5-16-60.

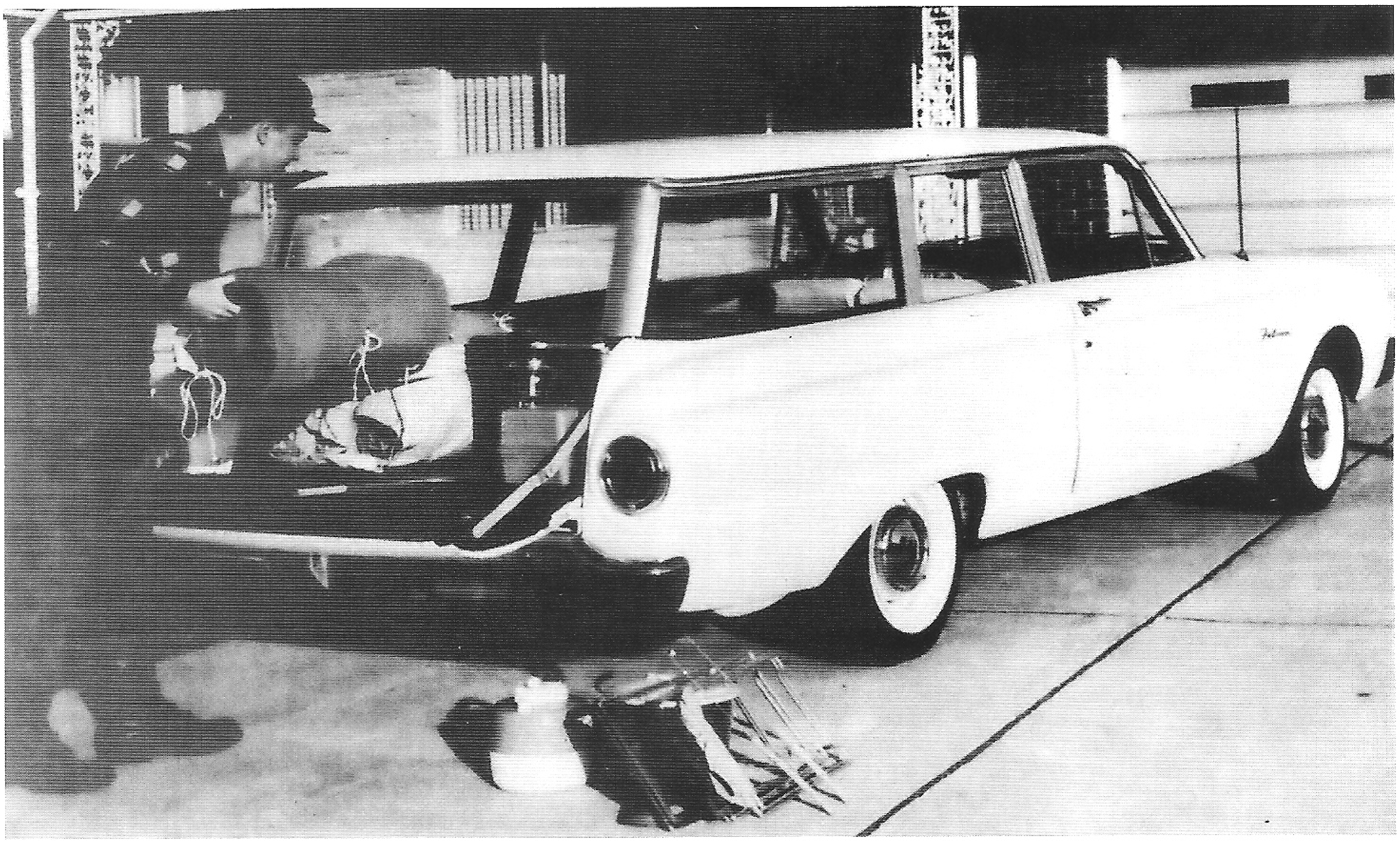


1960 Four-Door Sedan: model 58 A.

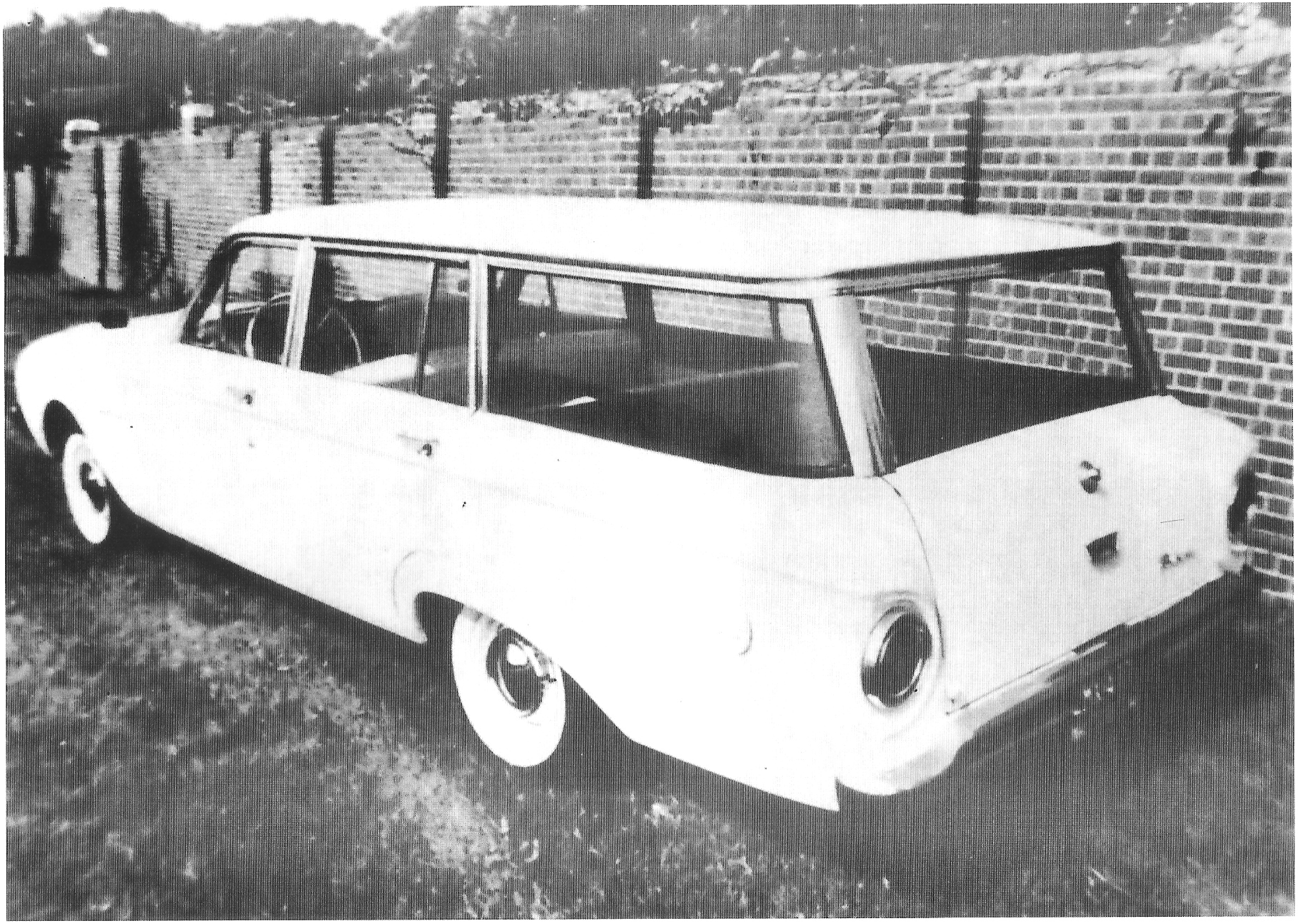


1960 Two-Door Sedan: model 64A. Ford test track serpentine brick wall in background. 9-3-59 Ford neg. # 116127-2

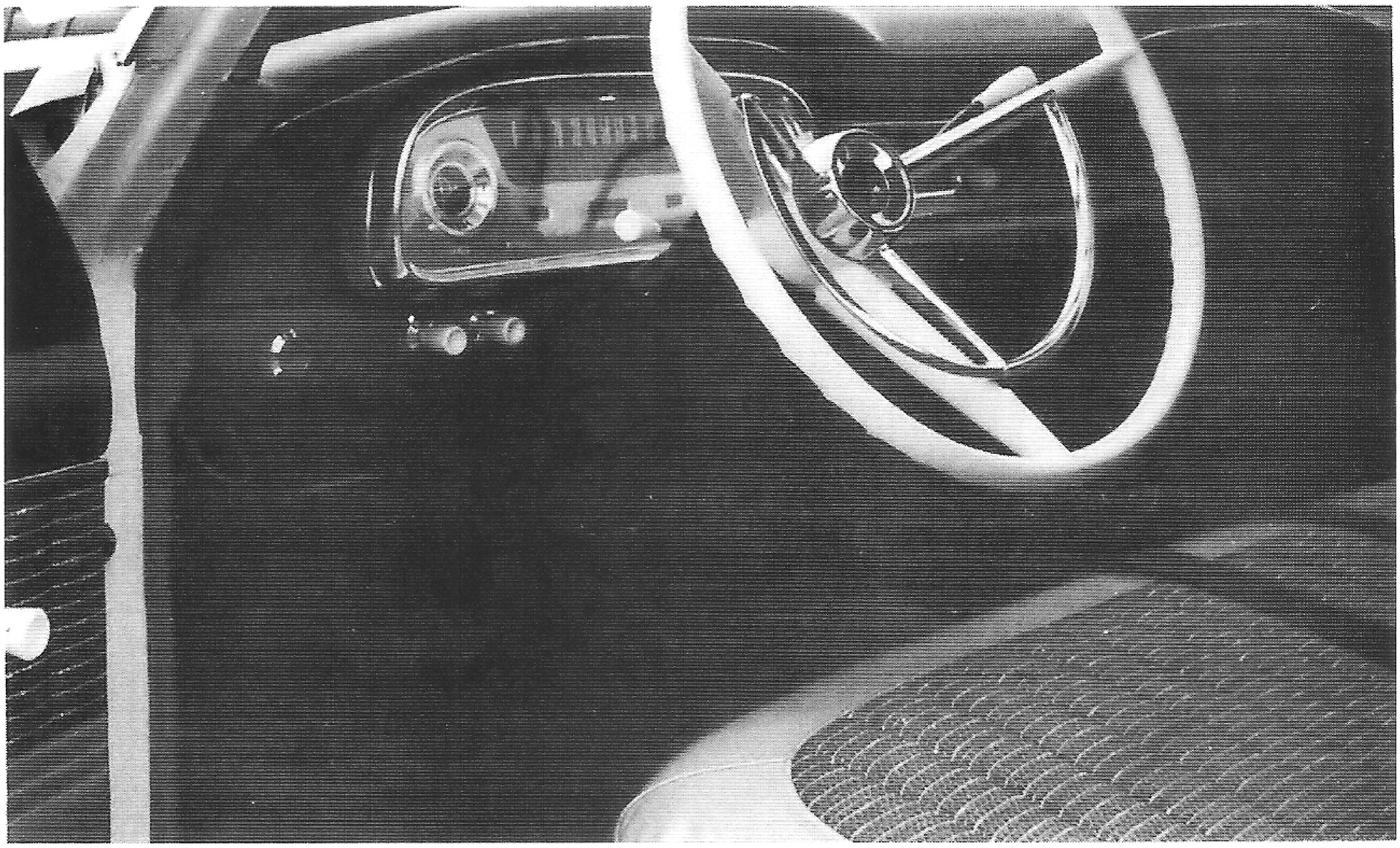




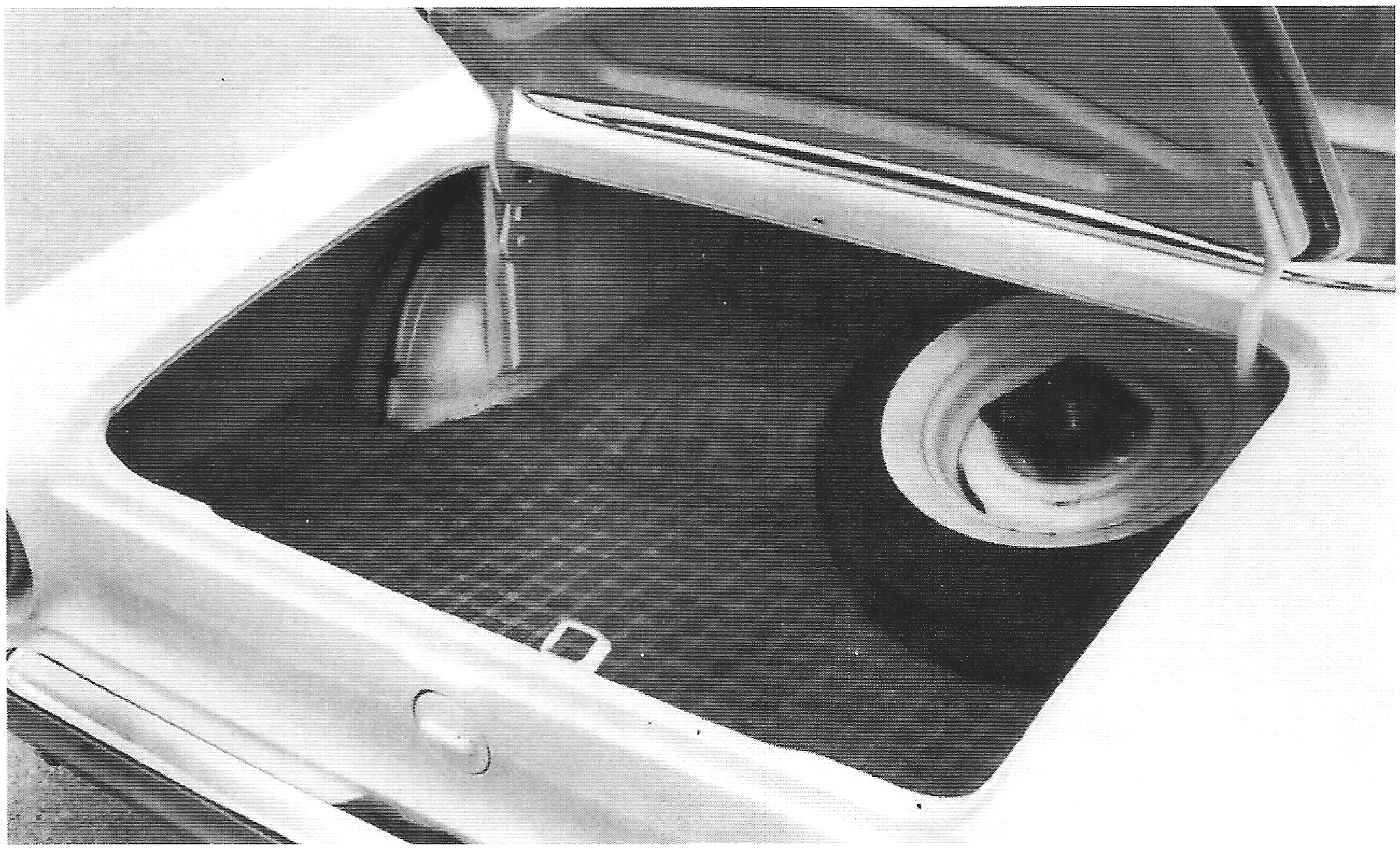
1960 Two-Door Station Wagon, model 59 A. Ford neg. # 116686-19



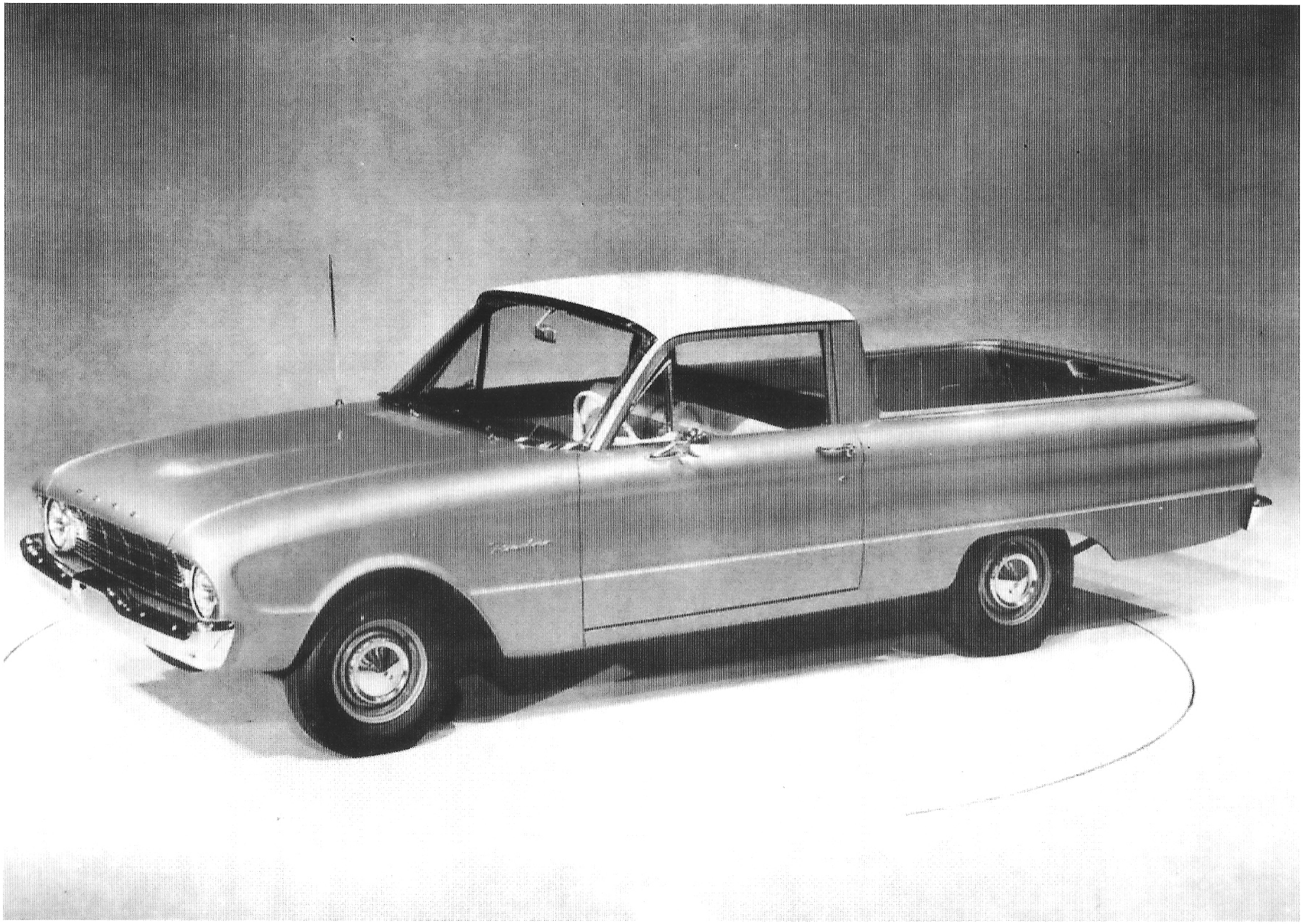
1960 Four-Door Station Wagon, model 71A. Photograph taken on the outside of the Ford test track wall, Dearborn, Michigan, summer 1982.



1960 Deluxe interior. Ford neg. # 115144-24 6-18-59



1960 trunk. Ford neg. # 115144-21 6-18-59



1960 Ranchero, model 66 A. Ford neg. # 115118-246

REFERENCES

Ackerson, Robert C. “The Successful Falcon was Sensible Machine,” Old Cars Weekly, Vol. 7, No. 12, April 18, 1978, pp 28-29.

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Howley, Tim. “Full Dress Falcon—1963 Sprint V-8.” Special Interest Autos, No. 67, February 1982, pp 26-33.

“Inside Corvair and Falcon,” Popular Science Monthly, October 1959, pp 109-120.

Merwin, George F. “Of Fords and Finns,” Automobile Quarterly, Vol. XVII, No. 4, Fourth Quarter 1979, pp 360-375.

“MT Tests the Compact Wagons,” Motor Trend, Vol. 13, No. 6, June 1961, pp 56-63.

Siuru, Jr., William D. “Fuel Economy for the Car Collector-Part I,” Special Interest Autos, No. 62, April 1981, pp 28-31.

“U.S. Small Cars Coming Fast,” Popular Science Monthly, June 1959, p 48.

Wagner, James K. “The Falcon Freighters,” Old Car Weekly, Vol. 11, No. 39, September 30, 1982, pp 5-7.

Zavitz, R. Perry. “Ford called Wagonmaster for Very Good Reasons,” Old Cars Weekly, Vol. 6, No. 2, January 25, 1977, p 16.

1961 PRODUCTION

FALCON MODEL	BODY STYLE	UNITS PRODUCED
58 A	4 dr sedan	159,761
64A	2 dr sedan	149,982
71A	4 dr wagon	87,933
64 A	Futura 2 dr sedan	44,470
59 A	2 dr wagon	32,045
89 A	standard Econoline Van	28,932
66 A	Ranchero	20,937
87 A	standard Econoline pickup	11,893
89 B	standard Econoline bus	8,500
89 B	custom Econoline pickup	6,571
89 A	custom Econoline Van	3,000
78 A	sedan delivery	1,988
	Canadian sedan delivery	126
64 C	economy 2 dr sedan	50
TOTAL 1961 PRODUCTION		558,427

With the addition of the new models (Econoline and Sedan Delivery), Falcon production was up about 20% over 1960. Corvair production of 329,632 showed an increase of 32% over 1960. (The total production figure also reflects an increase of 32% over 1960. (The total production figure also reflects Corvair's new line of utility vehicles which were akin to Ford's Econoline). Much of the increase in Corvair production can be accounted for by the popular Monza bucket-seat coupe. This coupe accounted for a whopping 33.3% of the total Corvair production. Monza showed that the bucket-seat, four-on-the-floor market was a healthy one. Ford responded with its own bucket-seat- car—the 1961 Futura.

ECONOLINE INTRODUCED

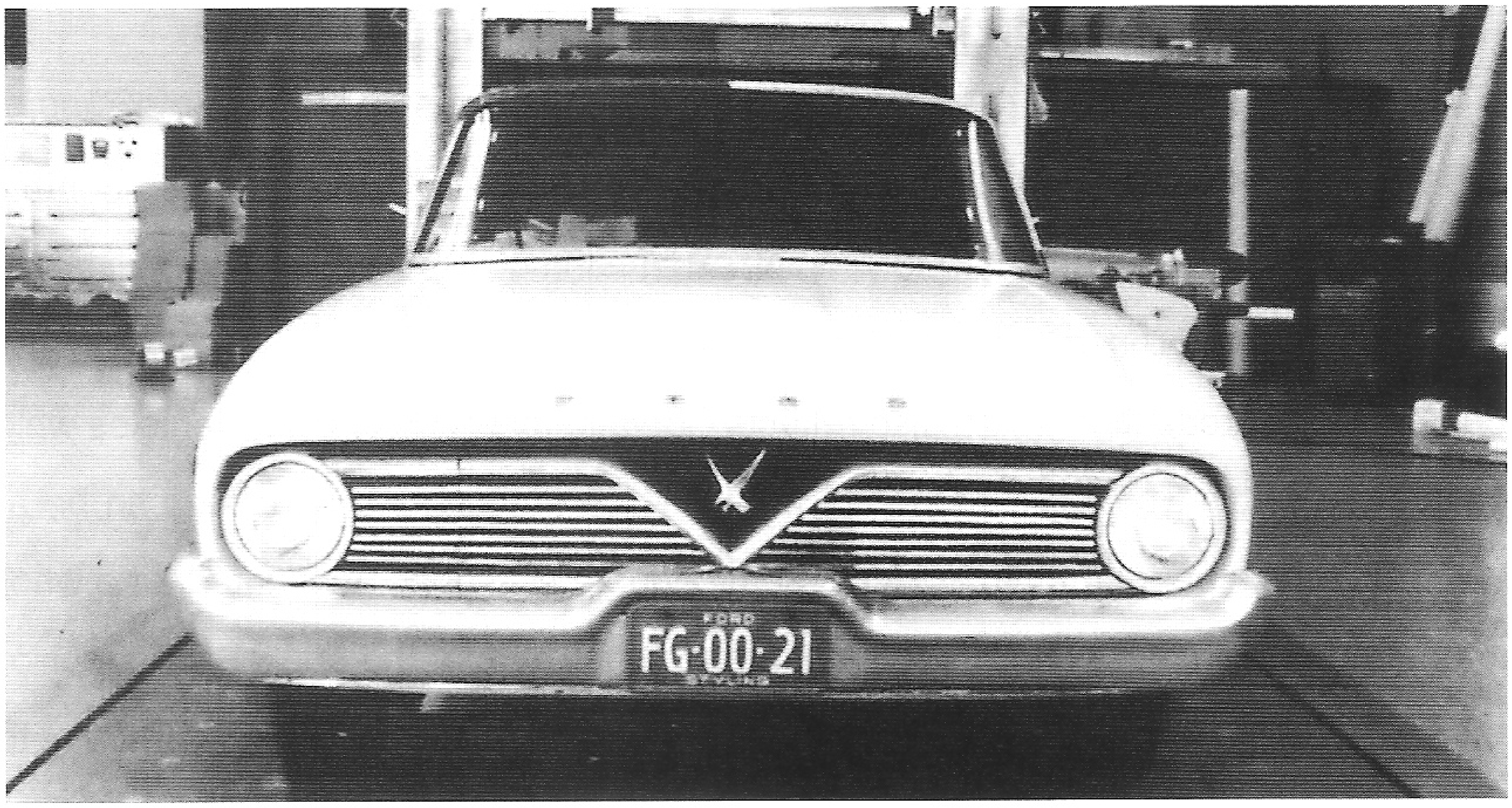
The 1961 Econoline included a van, a bus, and a pickup—each in two different trim options. The Econoline was developed in response to Volkswagon's utility vehicles. Falcon's power train and many other components were used on these utilized body compact trucks. The line was actually engineered by the same people who developed the Falcon cars and station wagons.

The Econolines were built on a 90 inch wheelbase and used the Falcon 85 HP 144.3 inch^3 engine. These vehicles had a GVW rating of 3,600 pounds. The Econoline suspension included an I-beam front axle with longitudinal leaf springs front and rear. Automatic transmissions were not available on Econolines until 1964. The Falcon three speed manual was the only transmission available in '61 and '62. The four speed manual was available on the 1963 models.

When Ford tooled up for the Econolines it was assumed that the pickup would account for the great majority of sales. After introduction it was soon apparent that van sales would make up most of the market. The 1961 sales percentages were VANS 51%, BUSES 25%, and PICKUPS 24%.

Econolines, officially designated the E-100 Series Vehicles, were all assembled at the Lorain, Ohio, assembly plant. The Econoline Station Bus base price was $2,092. A custom equipment package option was $154.50, manual radio $59.20, heater and defroster $68.20, windshield washers $11.60, 2nd rear passenger seat $38.60, 2nd and 3rd rear passenger seats $141.30 (this package included heavy duty springs and larger tires), and chrome bumpers $33.80. A special "Living Quarters" interior that would sleep four was available at $160.

The Econoline light utility vehicles were an immediate sales hit. This 1961 edition to the Falcon line pioneered the van as a recreational vehicle and outsold Corvair and Volkswagen counterparts combined. It was three years later before GM and Chrysler produced their copies of the '61 Econoline vans.



Proposed 1961 face lift.

SEDAN DELIVERY INTRODUCED

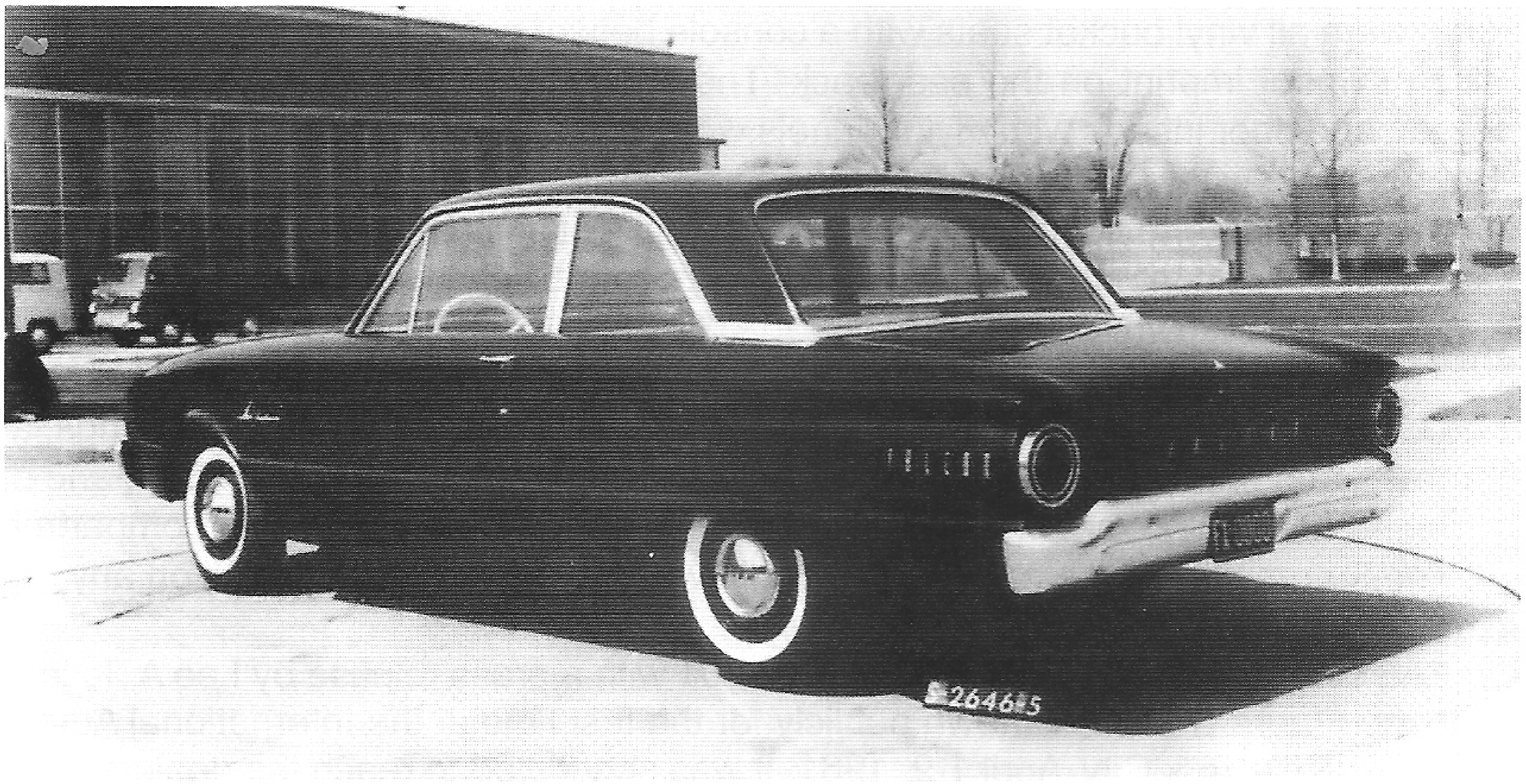
The Sedan Delivery, based on the two-door station wagon, was introduced early in the 1961 year. Early References to the 1961 Sedan Delivery called it the "Falcon Panel Truck". It was the only sedan delivery vehicle produced by the U.S. Automobile industry during the 1961 and 1962 model runs. The Sedan Delivery structural components were identical to those of the two-door station wagon. The rear quarter glass pieces of the station wagon were replaced by sheet-metal. It had an identical tailgate (including a glass window) to the station wagon.

It was a utility vehicle and, therefore, was rather Spartan as to trim inside and outside. The Sedan Delivery did not have the new for '61 "Speedy Bird" symbols on the sides of the front fenders as did all regular sedans and wagons. There was no deluxe trim option for the model 78. The Falcon script on the lower right side of the tailgate was a carry-over from the 1960 line. (The Falcon sedans for 1961 had F-A-L-C-O-N block letters across the rear, but the station wagons and Sedan Delivery retained the '60 Falcon script.) The Sedan Delivery interior side trim covered the entire side of the car behind the door from the headliner to the floor.

Even though only 1,988 of these handy little cars were produced during the 1961 model year, today they are one of the most sought after collector-cars of all Falcons.

1961 FEATURE CHANGES

The 1961 Falcon trim changes were minor. The convex grill replaced the '60 concave one. The F-O-R-D letters on the standard hubcaps changed from black to white, more exterior chrome was offered with the deluxe trim package, the "Speedy Bird" symbol was added to the sides of the front fenders on all vehicles but the Sedan Delivery and the Ranchero. The block letters F-A-L-C-O-N across the back replaced the Falcon script of 1960 except on the station wagons and on the Sedan Delivery.



1961 Proposed facelift. Note the return to the T-Bird roof line. The "Speedy Bird" on the front fender was 1961 production.

Greater but less noticeable changes took place throughout the 1961 Falcon. A heavier gauge metal was used in the door frames. The vent window molding was revised. The rear springs were made 10% softer for a better ride. The metal bushings in the upper front suspension arms were threaded and pre-lubricated. The front stabilizer bar was reduced in diameter. The Fordomatic used with the 170 inch^3 engine used the engine radiator to cool the transmission oil. The 144 automatic was still air cooled only. An automatic choke was available as a dealer installed option with either engine. The new 170 inch^3 engine weighed only seven pounds more than the 144 inch^3. A new snorkel type air cleaner replaced the 1960 version. A die-cast aluminum engine front cover replaced the stamped steel cover. The bell-crank on the carburetor linkage was relocated. The vacuum wiper take off tube was relocated from the intake manifold to the carburetor. The oil pan for '61 has vertical ribs in the sides.

THE 170 INCH^3 ENGINE

In addition to the water cooled Fordomatic, the 170 engine contained several differences from the 144. It had a different crankshaft, connecting rods, and pistons. The 170 cylinder head had longer intake ports and valve heads with larger fuel passages. The engine also had larger intake valves, and a new distributor, main bearings, water pump pulley, water pump impeller, and a 15 inch fan. The 170 also had a different carburetor. It took a larger muffler and heavier rear axle and larger ring gear. The manual transmission used with the 170 had course pitch gears and the automatic had a modified torque converter.

1961 FUTURA INTRODUCED

As was stated earlier, the 1961 Falcon Futura was introduced in response to the sales of the Corvair Monza coupe. The Futura was the 64 A two-door sedan with a proposed 1962 fancy interior installed at the end of the 1961 model year. The main interior features were all vinyl bucket seats with a console between and an all vinyl rear seat with a Falcon symbol imprint on the seat back. The aluminum kick plate, headliner, deluxe arm rests, and door inserts with mylar panels were specially designed for the Futura. The Futura carpeting was a first on a Falcon. The package included a white steering wheel with horn ring, cigarette lighter, front door courtesy light switches, and a flat folding front passenger seat. The interior colors available were red, black, metallic turquoise, metallic blue, and metallic brown.

The exterior trim consisted of three special "teardrop" shaped ornaments on the rear quarter panels, characteristic wheel covers with vent holes, deluxe taillight rings, and bright metal trim around door and side window frames, windshield, rear window, and drip rails. Sound deadening material was glued to the underside of the engine compartment hood. The Futura also had a narrow-band whitewall tire option not available on any other Falcon.

The car was introduced on March 22, 1961 with a press release by Lee A. Iaccoca. He said the Futura would be shown publicly for the first time at the International Automobile Show in New York City, April 1-9, 1961. It was scheduled to reach the dealers in mid-April. Iaccoca said, "We are introducing the Falcon Futura for compact car buyers who want to combine luxury appearance with economical operation. Falcon buyers already have expressed their preference for the more luxurious interiors by selecting the present Falcon optional trim package two to one. The Futura goes further and combines the convenience, economy, and accepted style of the Falcon with the luxury and comfort of the Thunderbird."

The Falcon was introduced in mid-April, 1961, and sold 44,470 copies by the end of the 1961 model year. During this period one out of each five Falcon sales was the Futura model.

1961 FALCON PRICES

The following retail prices were published October 6, 1960, for the 1961 Falcons: 4 dr. station wagon $2,268, 2 dr. station wagon $2,225, 4 dr. sedan $1,974, 2 dr. sedan $1,912, Falcon 170 Special Engine $37.40, manual Radio $54.05, Deluxe Trim and Ornamentation Package $78.30, Two-Tone Paint $19.40, Safety Belts (front only) $20.60, PolarAire Conditioner $262.00 (plus dealer dealer installation charge, not factory installed), Windshield Washer $13.70, Padded Sun Visors and Instrument Panel $21.80, Whitewall Tires $29.90, Wagon Top Luggage Rack $35.10, and Power Tailgate Window (Station Wagons only) $29.75. The Ranchero was priced at $1,860 and the Econoline Van was $1,955.

1961 BROCHURES

(The following is a partial list of 1961 Falcon brochures and other literature.)

"1961 Buyer's Digest of New Car Facts for '61-3rd year," 75 pp.

"1961 Falcon American Manufacturers Association Specifications," 28 pp.

"1961 Ford Falcon Confidential", 8 pp.

"1961 Falcon General Story," 3 pp.

"'61 Press Release of '61 Falcon," 9-25-60.

Brochure FDC-6131, all models, 6 pp, 8-60.
Brochure FDC-6132, "Ford Falcon '61," 16 pp, 8-60.

"Ford Motor Co. Presents the Ford Family of Fine Cars for 1961", includes Falcon line.

“Features of the 1961 Falcon”, folder for dealers, fall 1960.

“New ‘61 Ford Econoline Station Bus”, folder, 4 pp, form 7509.

Ford Management Service Letter, M-226, 4 pp, 2-14-61.

1961 Owners manual, 48 pp, form 7759-61, 9-60.

“Falcon Futura”, brochure for dealers, 6 pp, 3-61.

“New Falcon Futura”, folder, FDC-6151, 3-61.

1961 Ford Falcon Shop Manual, form 7760-61.

1961 FALCON MAGAZINE ADS LIST

(The following list contains 1961 Falcon advertisements appearing in Life magazine.)

October 10, 1960. vol. 49, # 15, pp 8-9 [sedan]

October 10, 1960. vol. 49, # 15, pp 130-131. [Ranchero]

October 10, 1960. vol. 49, # 17, p 57. [sedan]

October 10, 1960. vol. 49, # 18, p 85. [sedan]

November 21, 1960. vol. 49, # 21, p 90. [sedan]

November 28, 1960. vol. 49, # 22, p 12. [sedan]

December 12, 1960. vol. 49, # 24, p 52 [sedan]

December 26 1960. vol. 49, # 26, p 52 [sedan]

January 20, 1961. vol. 50, # 3, p 4.

February 10, 1961. vol. 50, # 6, p 109. [sedan]

February 24, 1961. vol. 50, # 8, p 15. [sedan]

March 10, 1961. vol. 50, # 10, p 58. [sedan]

March 10, 1961. vol. 50, # 10, p 69. [Ranchero]

March 24, 1961. vol. 50, # 12, p 4. [sedan]

March 31, 1961. vol. 50, # 13, p 85.

April 7, 1961. vol. 50, # 14, p 74. [sedan]

April 14, 1961. vol. 50, # 15, pp 80-81. [Ranchero]

April 28, 1961. vol. 50, # 17, p 50. [Futura]

May 12, 1961. vol. 50, # 19, p 10. [Futura]

May 19, 1961. vol. 50, # 20, p 10. [Futura]

May 19, 1961. vol. 50, # 20, p 98. [station wagon]

May 26, 1961. vol. 50, # 21, p 98. [Futura]

June 2, 1961, vol. 50, # 22, p 44. [Ranchero]

June 16, 1961. vol. 50, # 24, p 131. [sedan]

June 23, 1961. vol. 50, # 25, p 88. [sedan]

1961 FALCON SERIAL NUMBER CODES

(See an explanation of this section on pages 70-73. The 1961 codes that differ from 1960 are presented in this section.)

Model Year—designated by "1", for 1961.

Assembly Plant—added for 1961 were "A" [Atlanta, Georgia], and "T" [Michigan].

Series Model #—added for 1961 were models "29" [Sedan Delivery] and "17" [Futura]

Engine Letter—added for 1961 were engines "U" [170 inch^3 , OHV] and "E" [170 inch^3 , OHV, Low Compression Export].

Body types—for 1961 add "64 C" [Economy two-door sedan] and "78 A" [Sedan Delivery].

Paint Color Codes for 1961 (total list):

A black	*RAVEN BLACK	**1724
C light turquoise	AQUAMARINE	1139
D light blue	STARLIGHT BLUE	1361
E medium green metallic	LAUREL GREEN	1364
H dark blue metallic	CHESAPEAKE BLUE	1367
J red	MONTECARLO RED	1232
K bronze metallic	ALGIERS BRONZE	1369
M white	CORINTHIAN WHITE	1238
Q light gray metallic	SILVER GRAY	1371
R medium blue metallic	CAMBRIDGE BLUE	1372
S light green	MINT GREEN	1373
W turquoise metallic	GARDEN TURQUOISE	1385

*Promotional Name
**M3OJ Color Number

Date Code—same as 1960

Transmission Code—same as 1960.

Axle Code—for 1961 “3” [3.10:1], “4” [4.00:1], and “5” [3.20:1], and “J” [3.50:1]

1961 MODEL RUN PARTS CHANGES

(The following parts changes were made during the 1961 model run. The part group number and date of the change are shown. For the total part numbers, refer to the Ford Parts Book 1960-1964.)

Rear wheel bearing oil inner seal assembly 1177 changed 5-15-61.

Parking brake equalizer lever 2A605 changed 5-1-61.

Parking brake cable assembly from equalizer to rear brakes changed 5-1-61.

Parking brake lever return spring 2A651 changed 5-1-61.

Parking brake repair kit 2A753 changed 5-1-61.

Parking brake handle to equalizer lever cable and conduit assembly 2853 changed 5-1-61.

Parking brake extension cable assembly 2853 changed 5-1-61.

Steering column tube assembly 3514 changed 11-10-60.

Steering sector shaft housing cover 3850 changed 6-21-61.

Differential shaft pinion kit 4215 changed 12-19-60.

Differential side gear kit 4236 changed 12-19-60.

Muffler outlet pipe 5260-1 bracket and insulator assembly changed 6-30-61.

Engine oil pump assembly 6600 changed 9-10-60.

Oil pump drive rotor and shaft assembly 6608 changed 9-10-60.

Oil pump intermediate shaft 6A618-A changed 9-10-60.

Oil level indicator assembly 6750-A changed 7-31-61.

Oil level indicator tube 6754 changed 7-3-61.

Manual transmission extension housing assembly 7A039 changed 4-15-61.

Manual transmission gear shift control tube assembly 7212 changed 11-10-60.

Manual transmission low and reverse gear shift control arm assembly 7303 changed 11-10-60.

Manual transmission gear shift control arm 7336 changed 11-10-60.

Clutch release equalizer bar mounting 7507 changed 2-22-61.

Accelerator shaft to bell-crank rod assembly 9A702 changed 5-1-61.

Accelerator bell-crank 9732 changed 5-1-61.

Accelerator retracting spring 9737 changed 5-1-61.

Turn indicator turn off cam 13318 changes 11-25-60.

Rear lamp lens screw 13489 changed 5-1-61.

Tailgate window regulator drive coupling 23,440 changed 12-1-60.

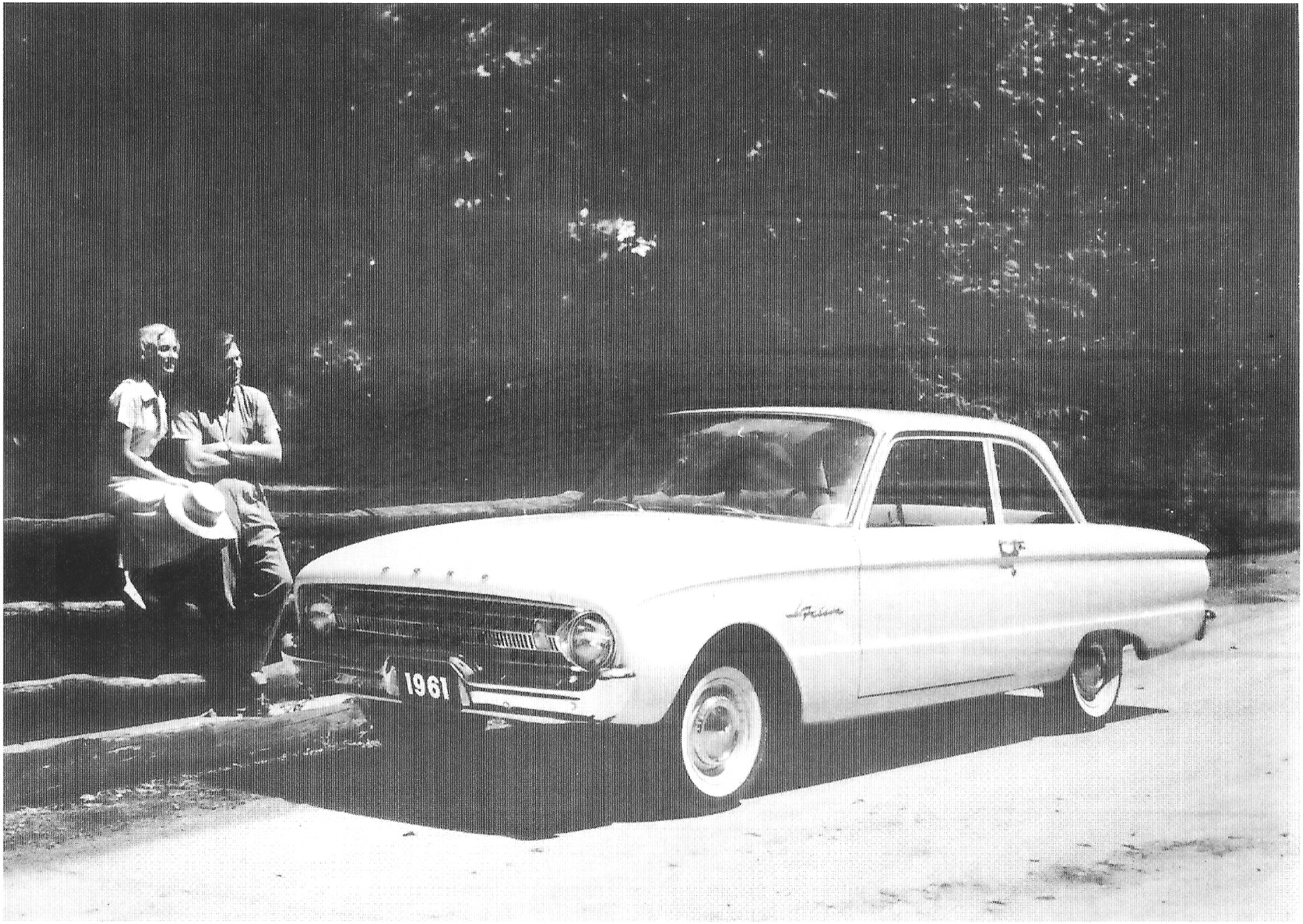
Tailgate lift window regulator drive worn spacer 23590 changed 12-1-60.

Quarter wheelhouse trim retainer 32494-5 changed 5-1-61.

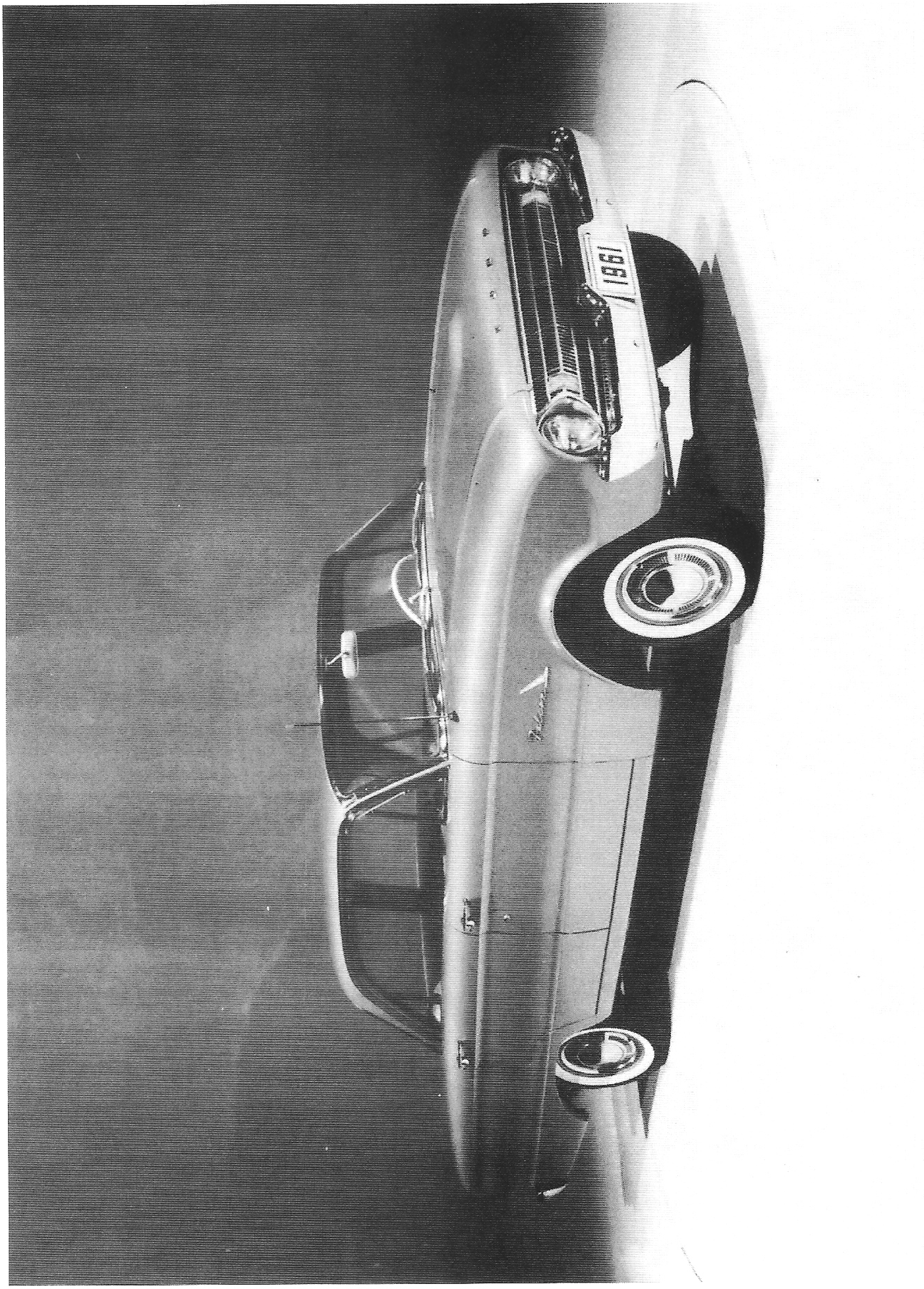
Roof panel front reinforcement 50263 changed 12-15-60.

Roof panel center reinforcement 50290 changed 12-15-60.

Roof headlining side retaining front strip assembly 50936-7 changed 3-1-61.

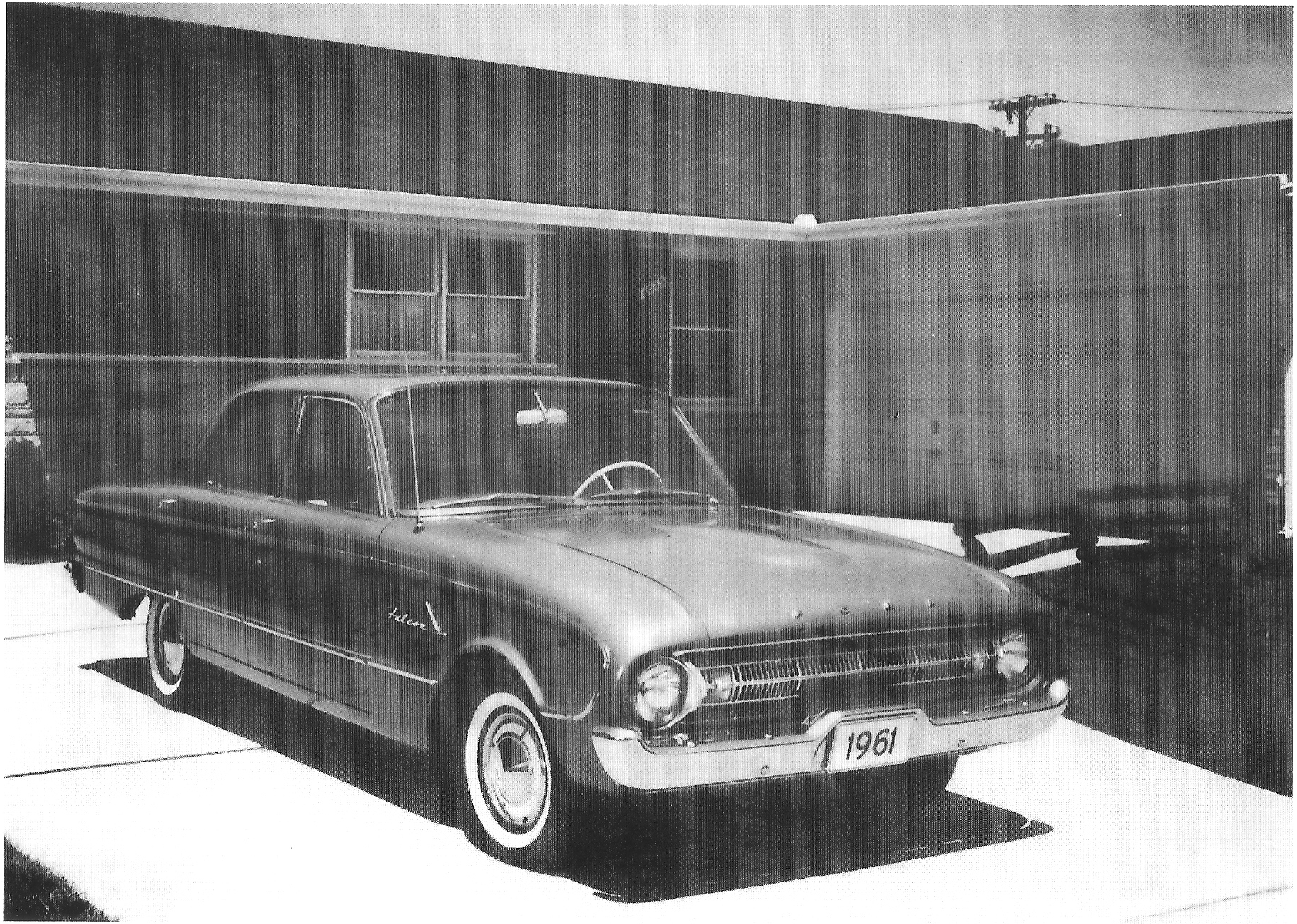


1961 Two-Door Sedan, model 64 A.

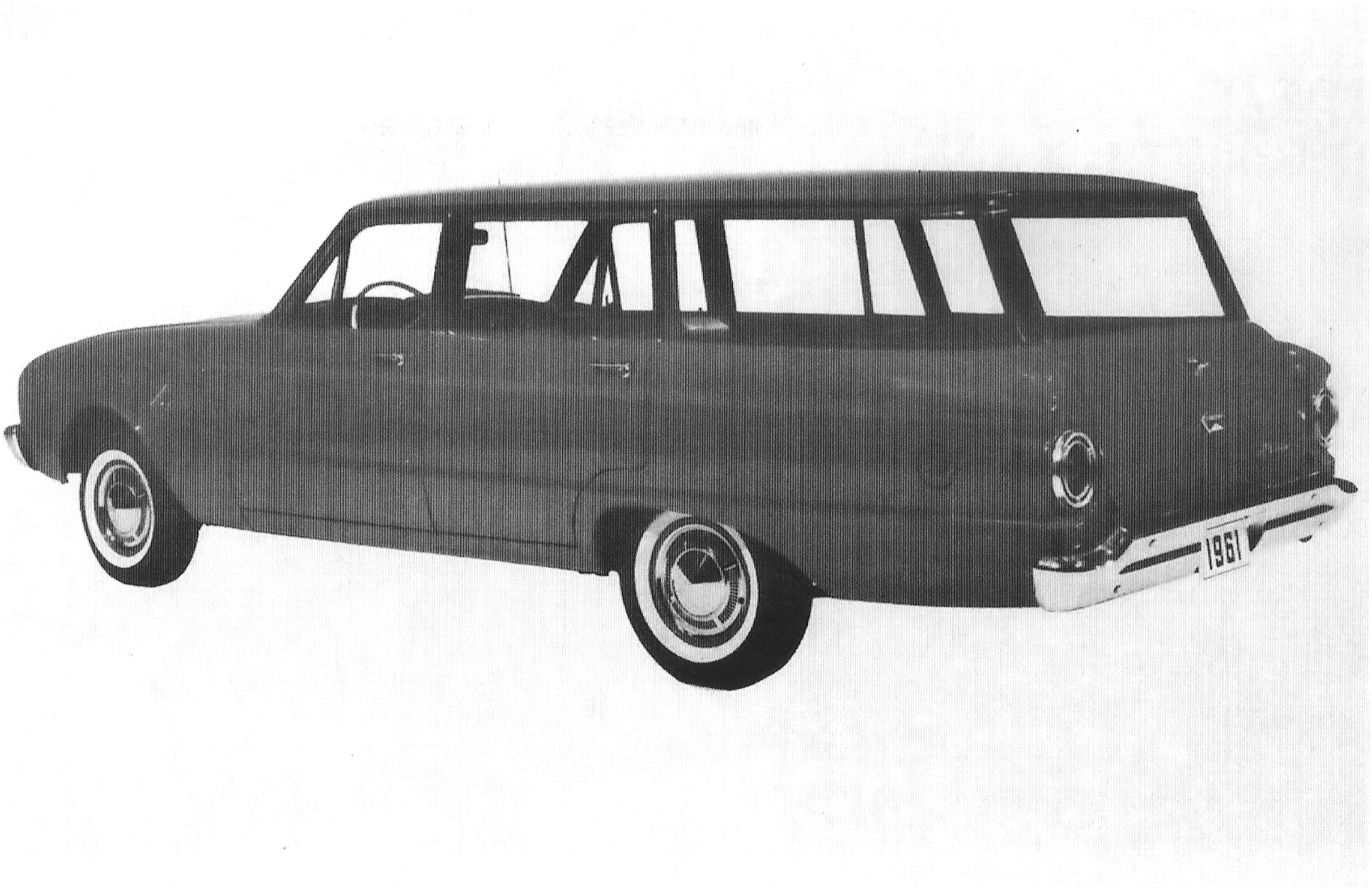


1961 Four-Door Sedan, model 58 A.

5-2-60 Ford neg. # 116870-5

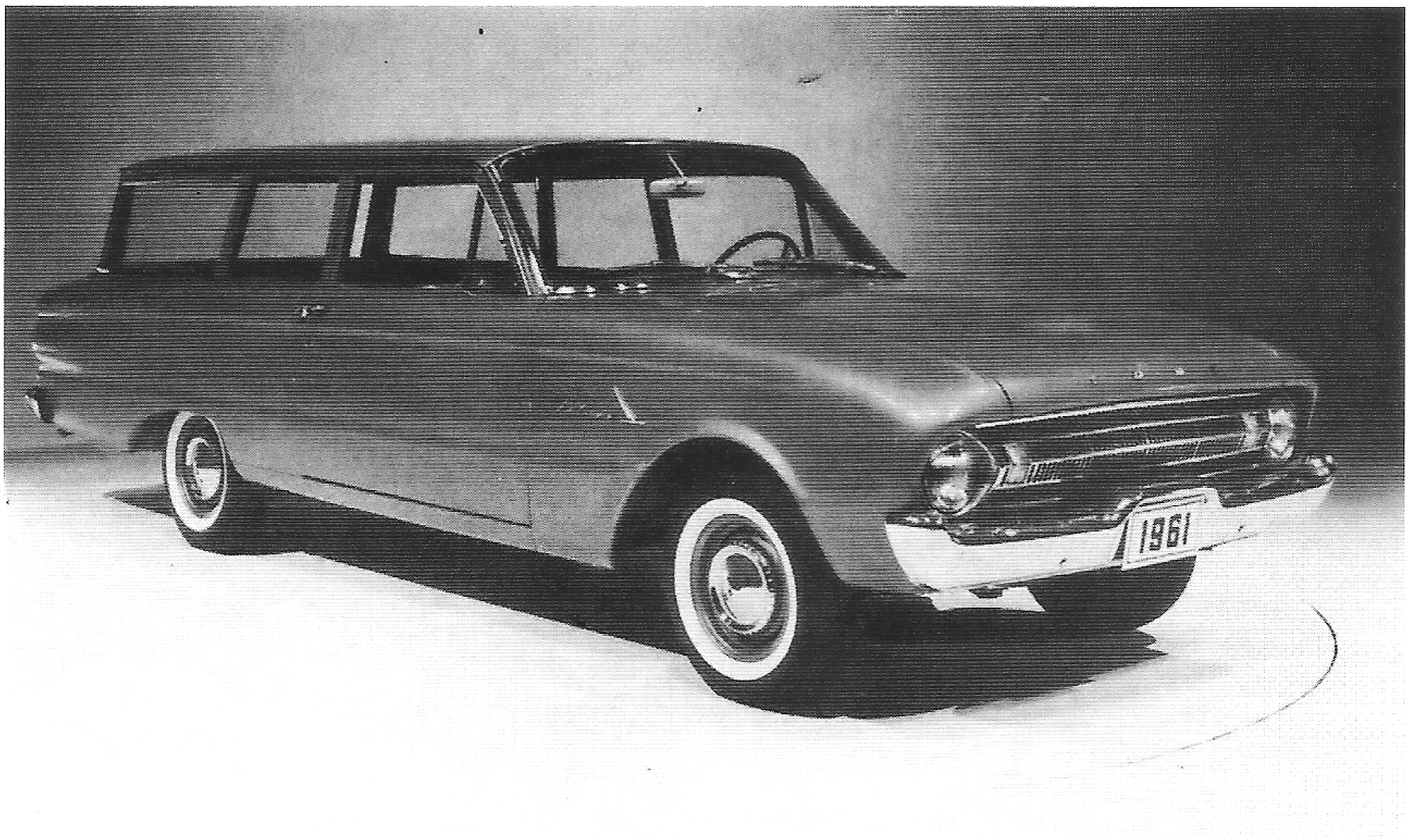


1961 Four-Door Sedan, model 58 A with Deluxe trim option. 7-27-60 Ford neg. # 116870-16

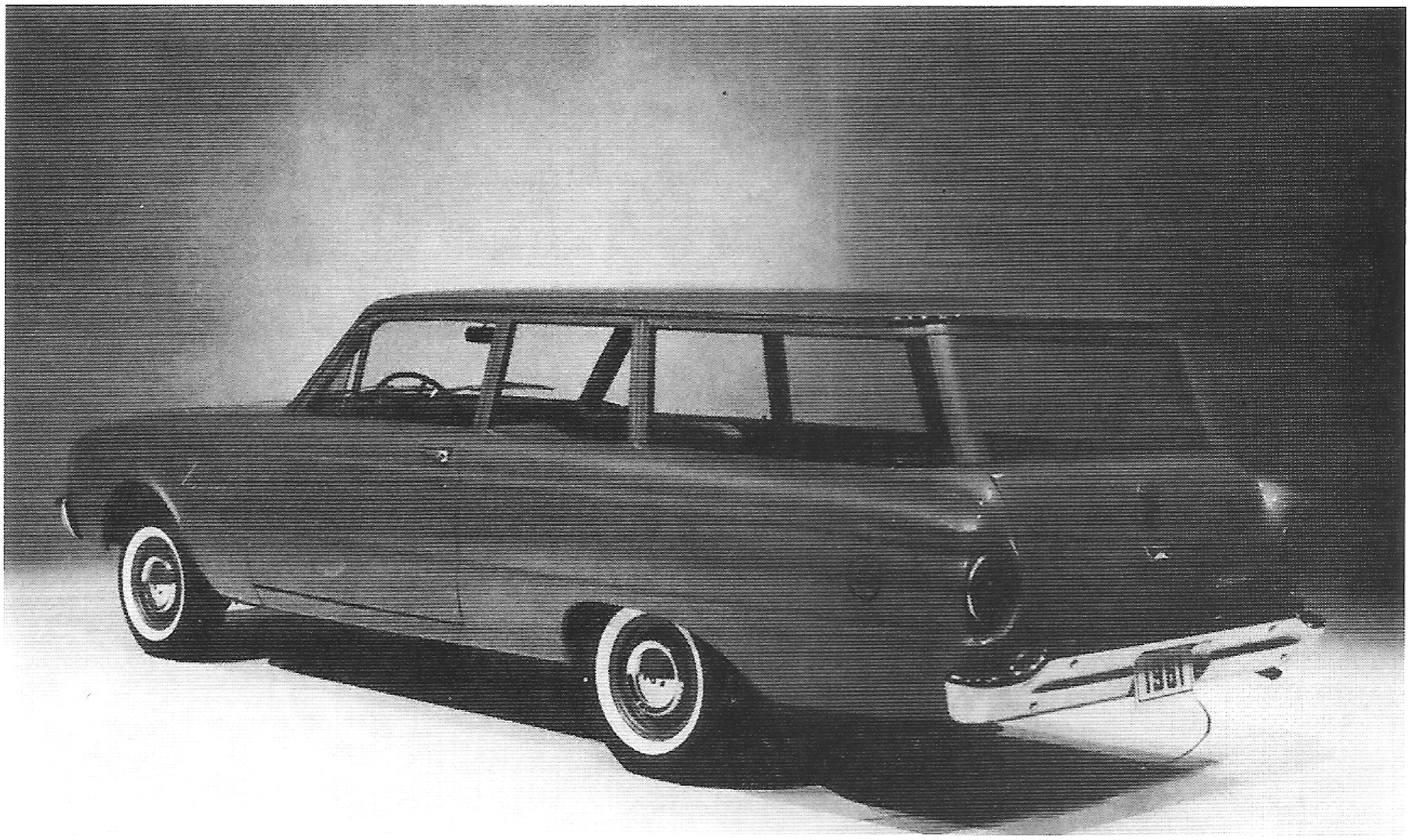


1961 Four-Door Station Wagon, model 71 A. Note ‘60 style Falcon script on tailgate. F-A-L-C-O-N block letters for tailgates did not appear until 1962.

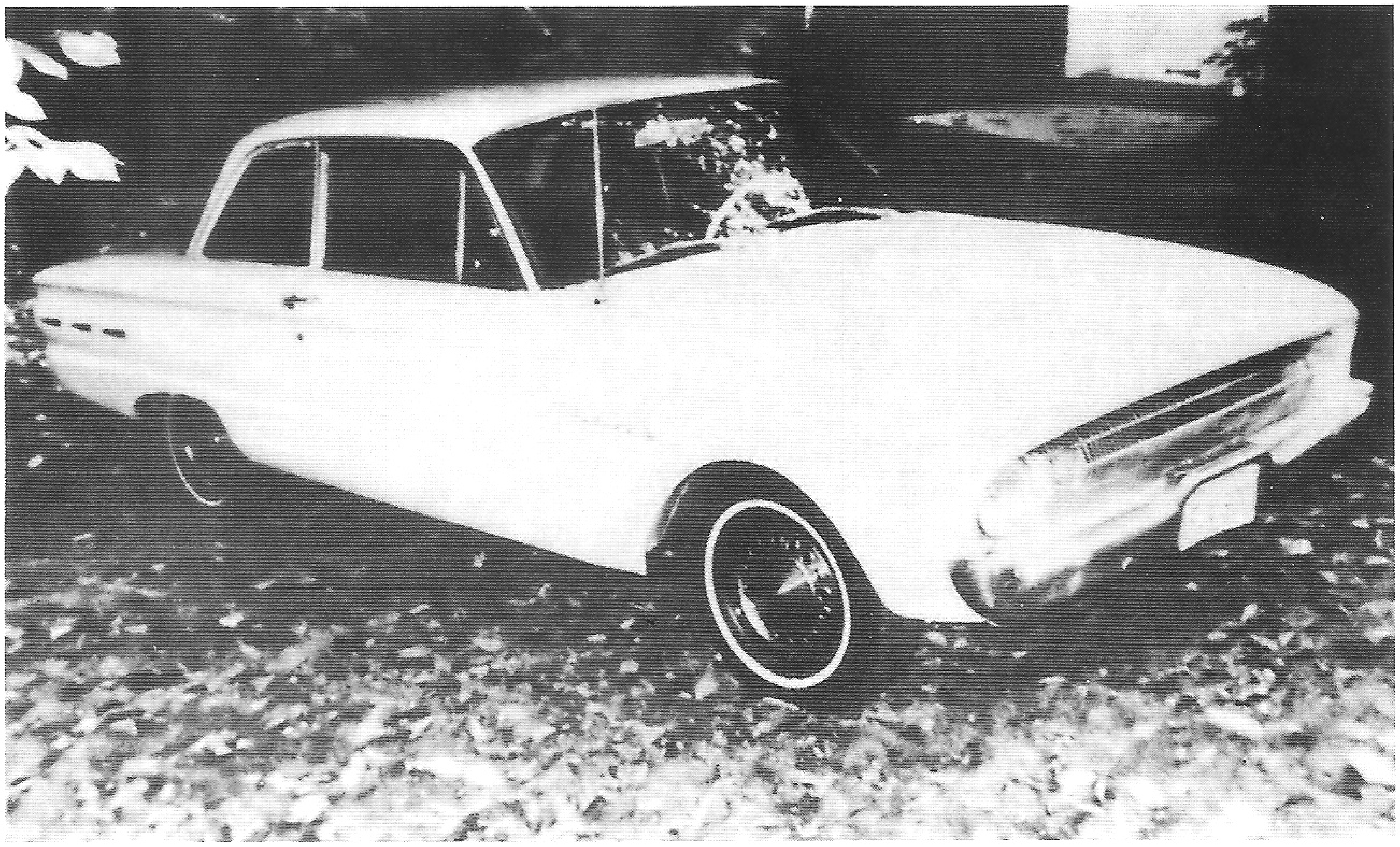
5-3-60 Ford neg. # 116870-9



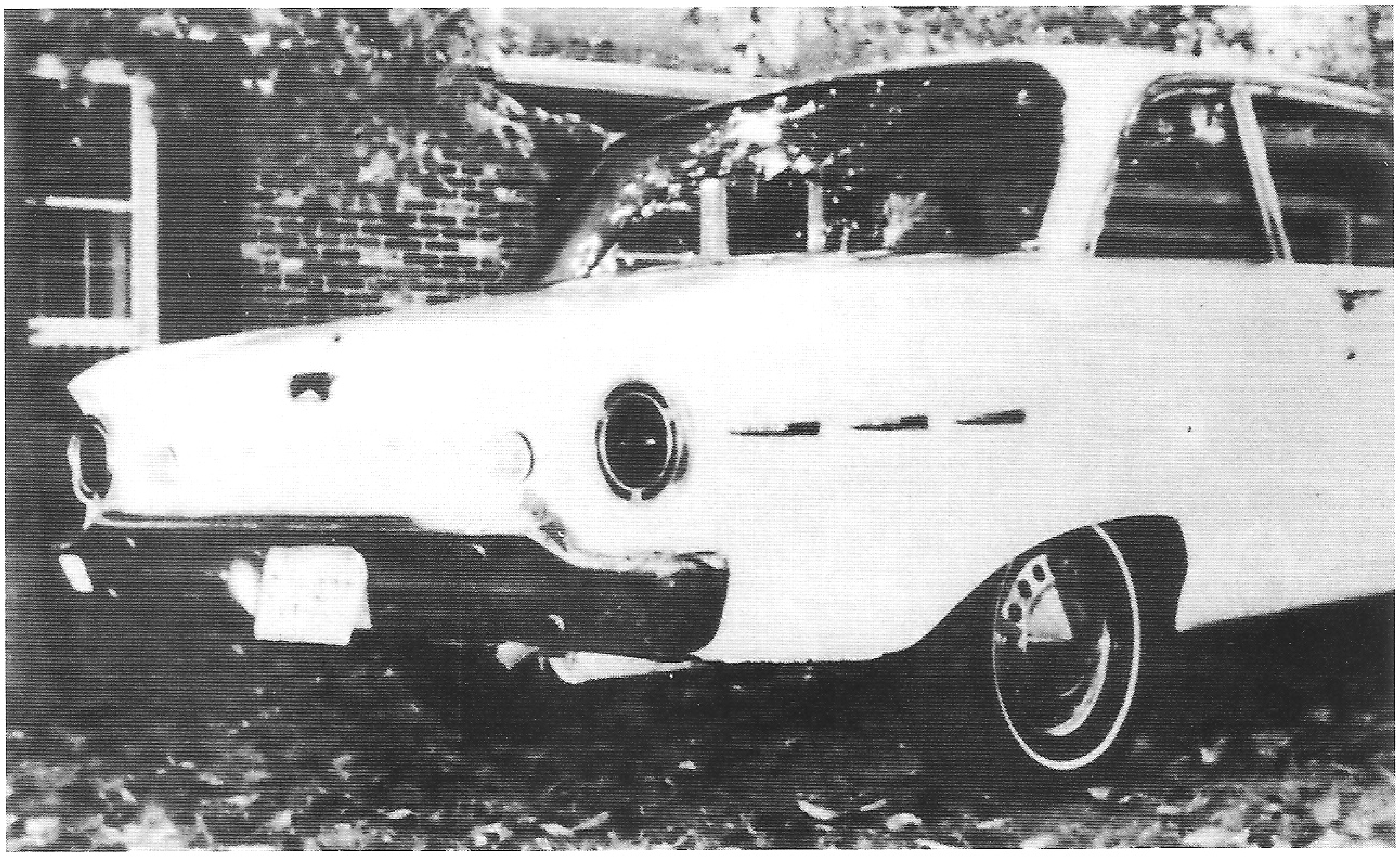
1961 Two-Door Station Wagon, model 59 A. 5-3-60 Ford neg. # 116870-11



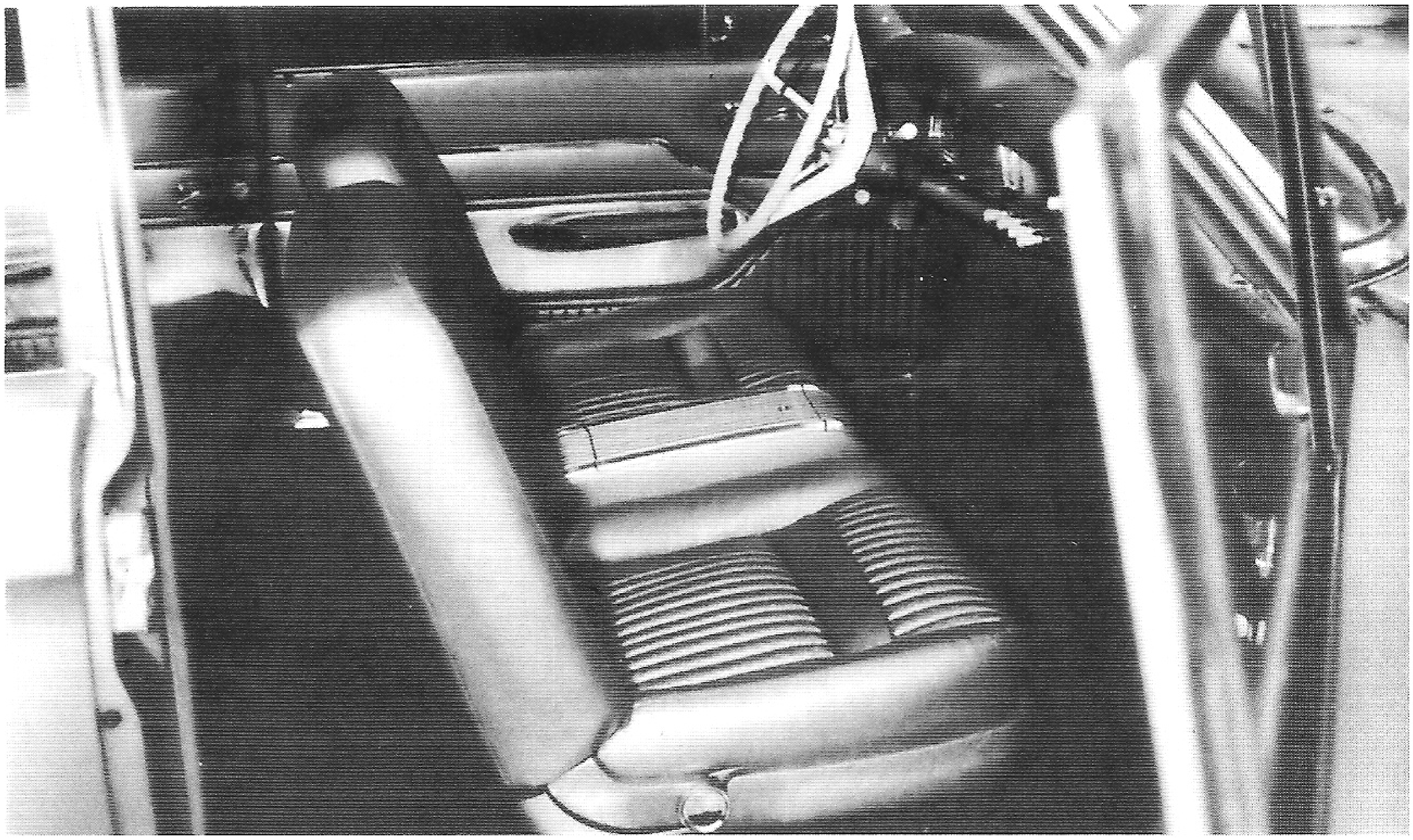
1961 Two-Door Station Wagon, model 59 A. 5-3-60 Ford neg. # 116870-10



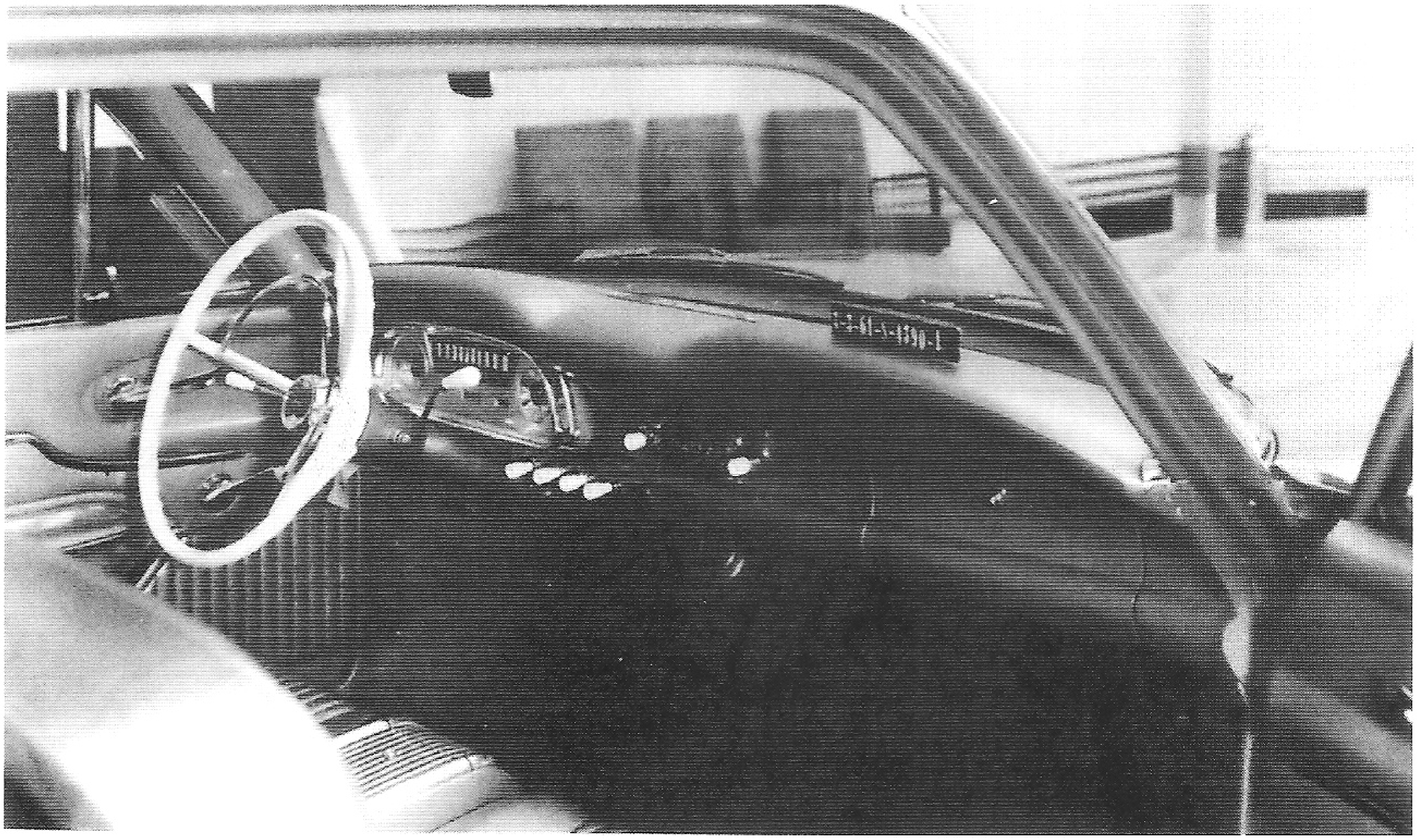
1961 Futura, model 64 A. Note Futura wheel covers, quarter panel "teardrops" and the absence of Deluxe side trim.



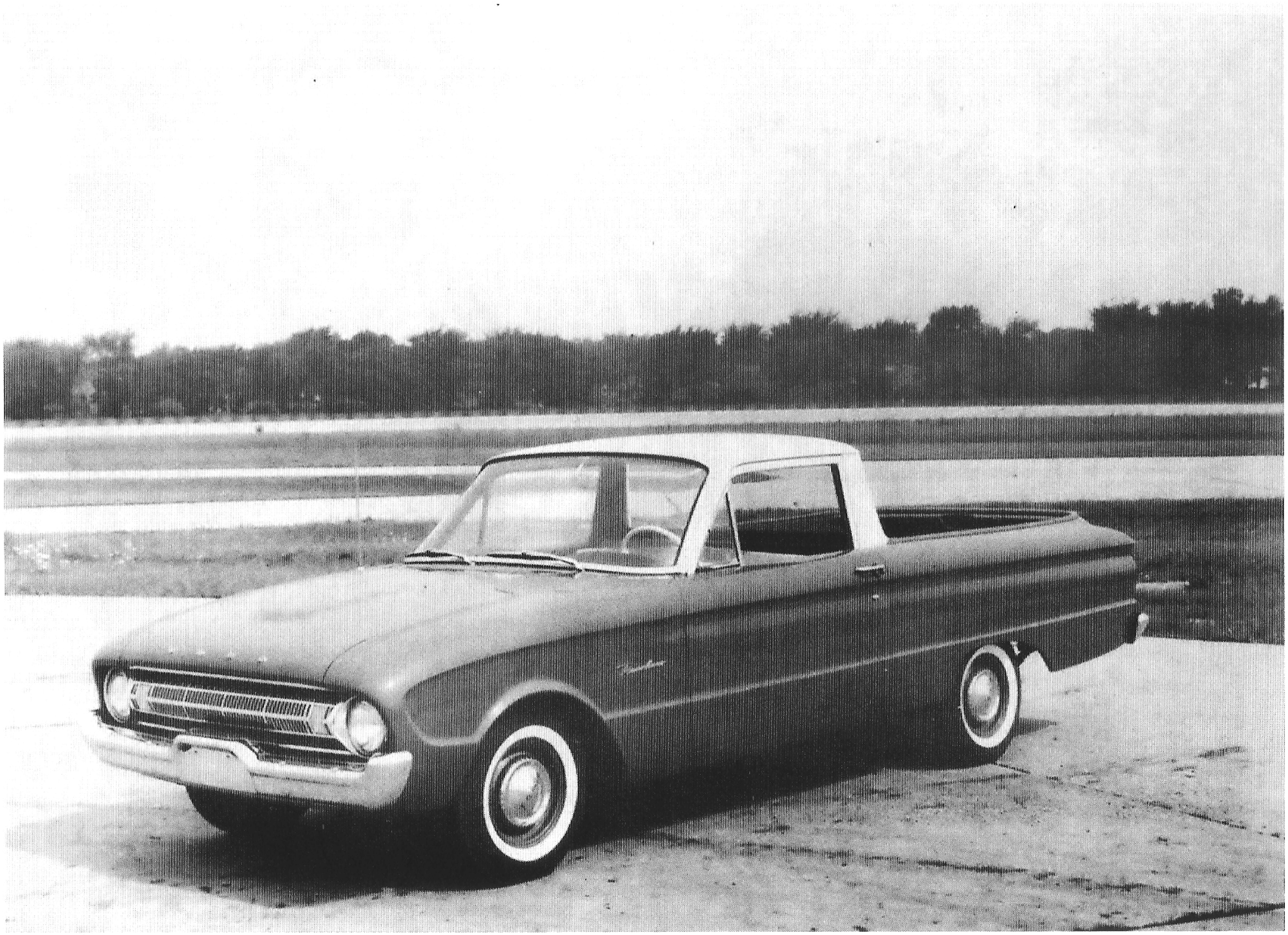
1961 Futura, model 64 A.



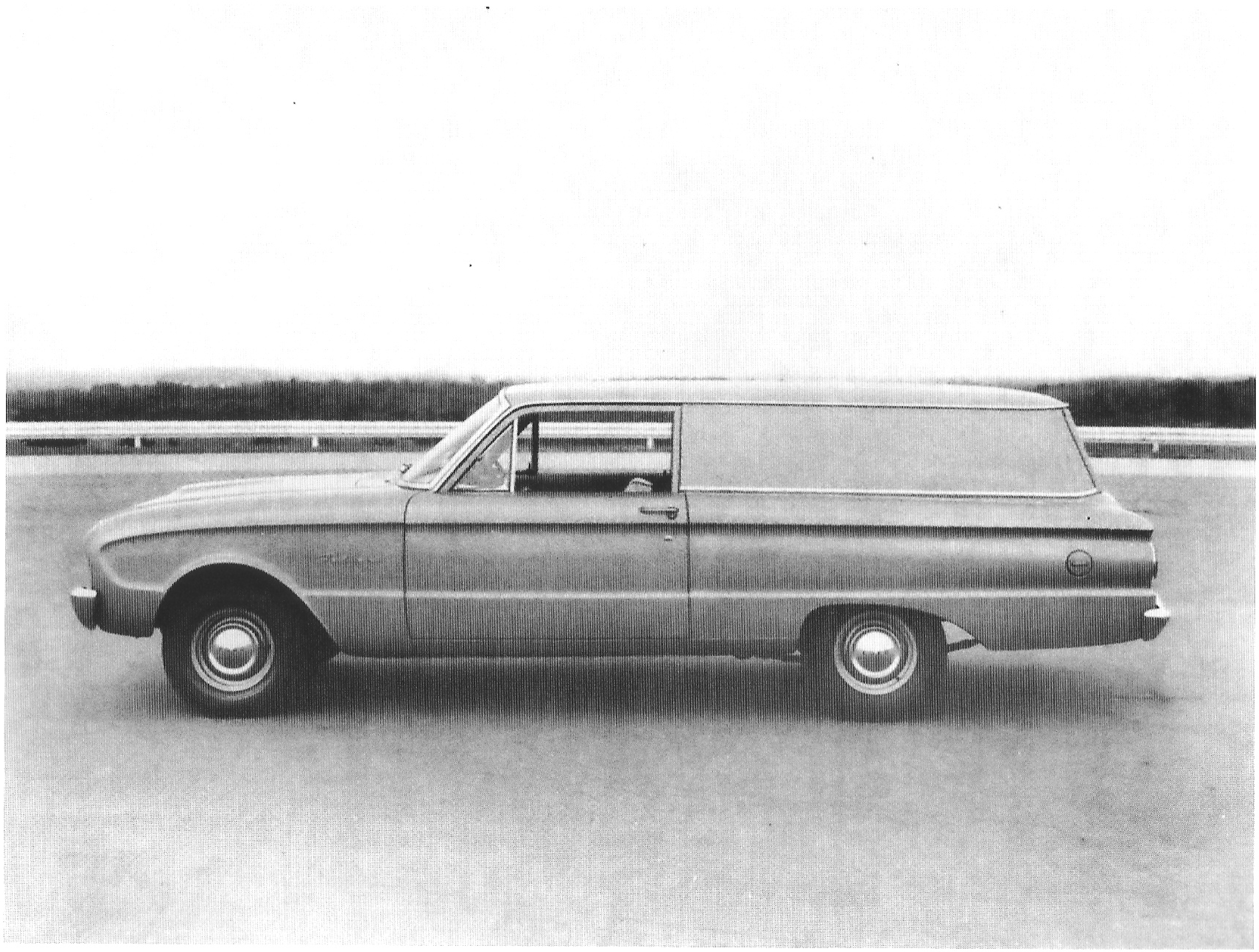
1961 Futura interior. Note buckets, console, door trim.



1961 Futura interior. This was a proposed 1962 interior trim package that reached production early—April 1961.

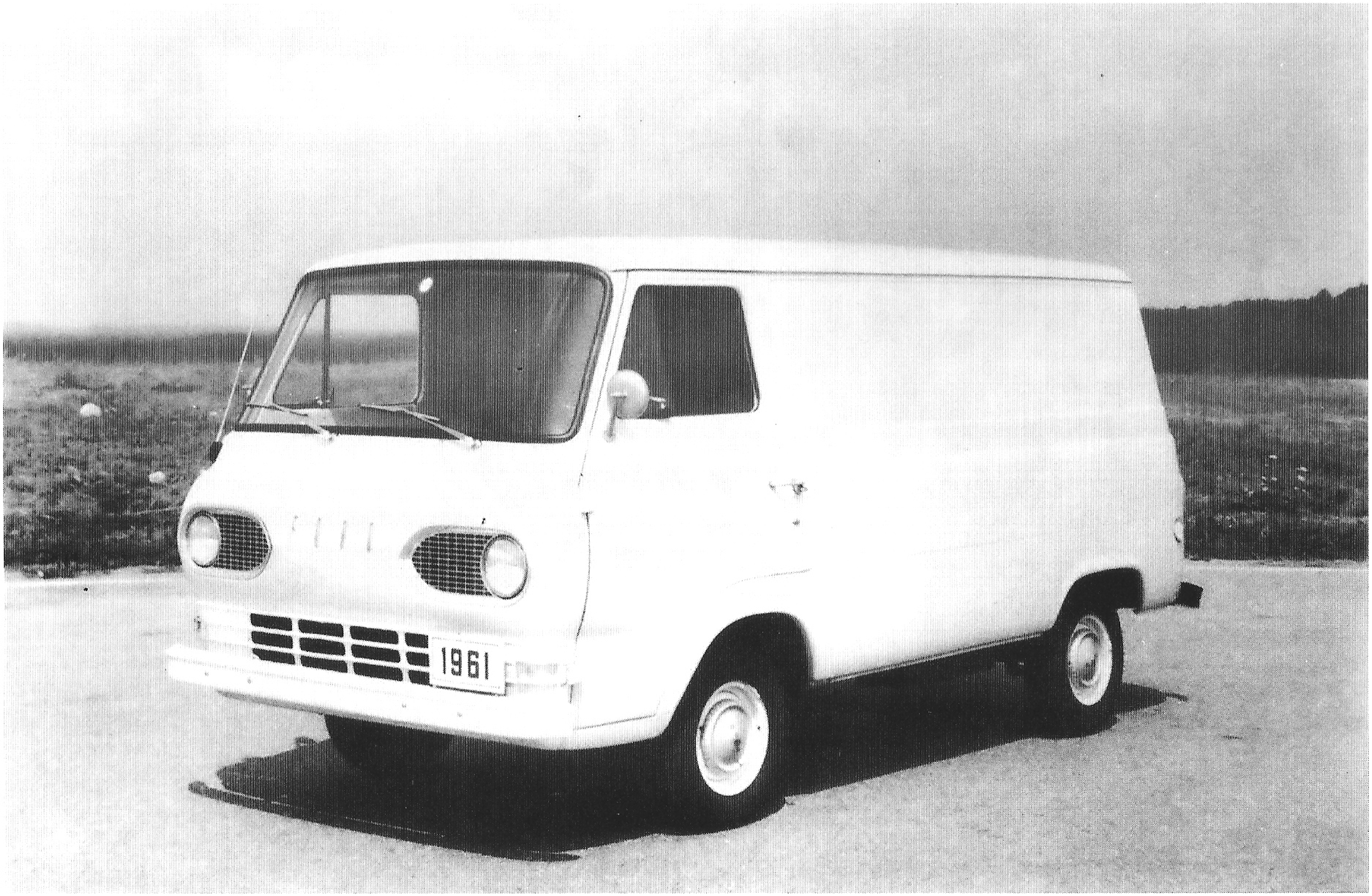


1961 Ranchero, model 66 A. Photograph taken at Ford test track. Ford neg. # 116877-22



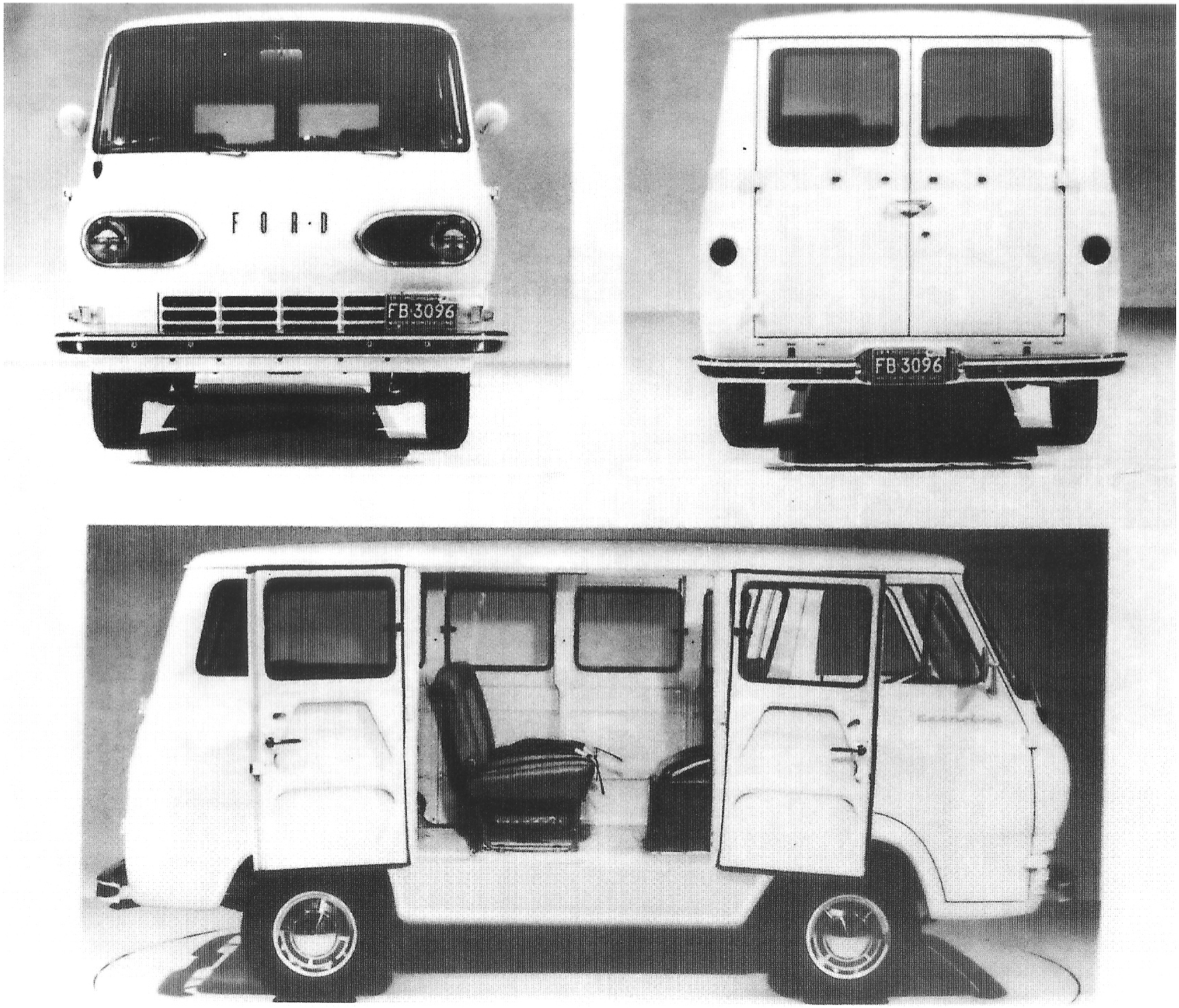
1961 Sedan Delivery, model 78 A. This is one of the most sought after Falcons. It was first called "Falcon Panel Truck". Note absence of "Speedy Bird" on utility vehicles.

Ford neg. # 116877-31



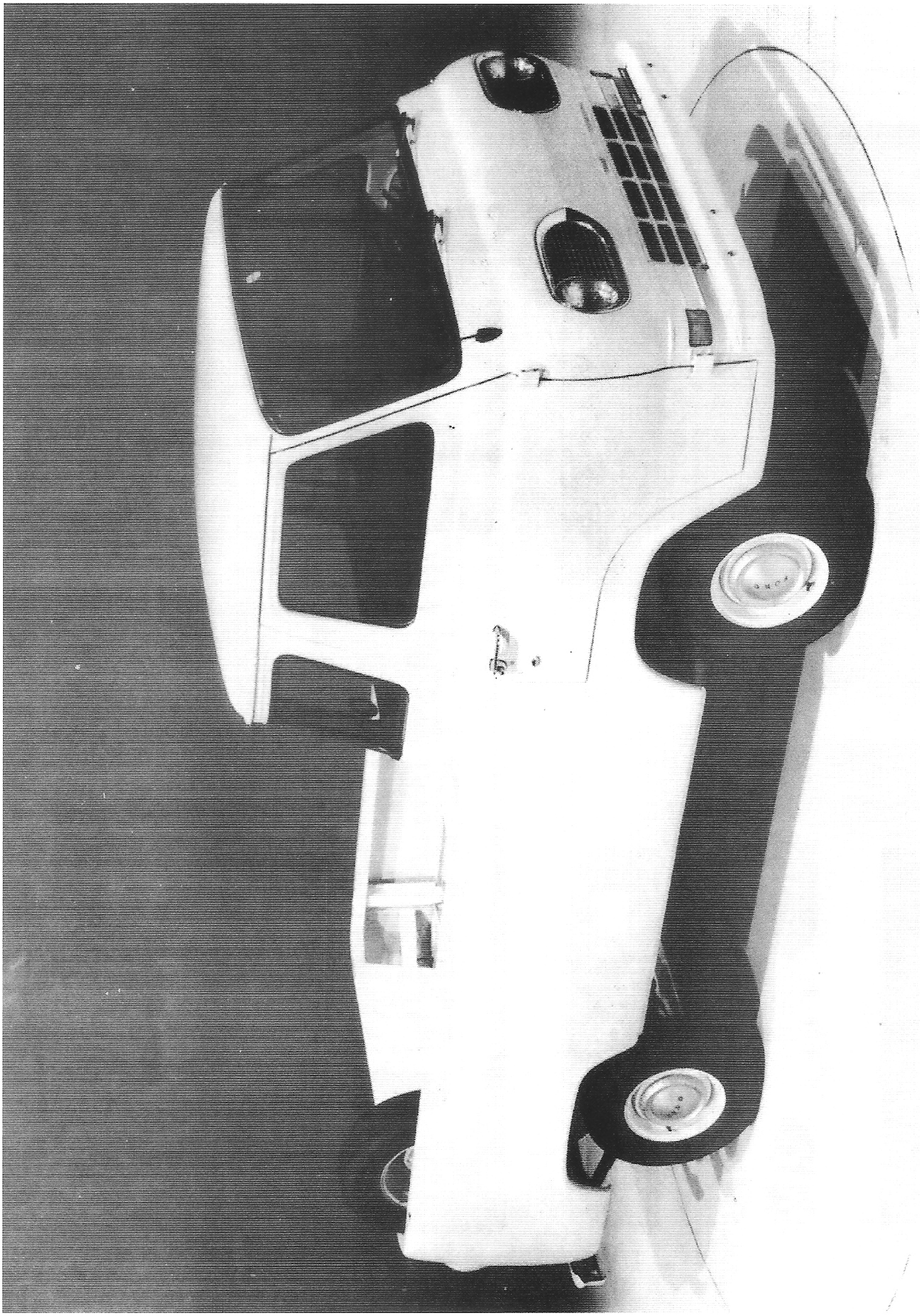
1961 Econoline Van, model 89 A. It was a surprise sales success.

Ford neg. # 116877-15



1961 Econoline Bus, model 89 B.

Ford neg. # 116877-5



1961 Econoline Pickup, model 87 A.

Ford neg. # 116878-155

1962 PRODUCTION

Falcon production figures for 1962 were as follows:

FALCON MODEL	BODY STYLE	UNITS PRODUCED
64 A	2 dr sedan	143,650
58 A	4 dr sedan	126,041
71 A	4 dr wagon	66,819
71 B	4 dr Squire wagon	22,583
66 A	Ranchero	20,842
59 A	2 dr wagon	20,025
89 B	club wagon	18,153
62 C	Sports Futura	17,011
78 A	sedan delivery	1,568
TOTAL* 1962 PRODUCTION		436,692

- except Econline

The production figures for 1962 do not include the total Econoline production. A new top of the line Econoline, the Club Wagon, figures are shown. Also, the production figures for two-door Futura model 64 C are assumed to be included in the 64 A two-door sedan total. (Model 64 C was the successor to the '61 Futura and is not to be confused with the Sports Futura model 62 C).

The 1962 Corvair production, including utility vehicles, was 328,500. This total was down slightly from 1961. A comparison of Corvair and Falcon figures is not justified without Econoline data.

1962 CHANGES

The 1962 Falcons received a major facelift. The greatest change was in the whole front end of the car. The grill, bumper, hood, and front fenders were all changed from the 1961. Other trim changes were made throughout.

Factory air conditioning was available for the first time on Falcon. Approximately 2,900 1962 Falcons had factory air. The dealer installed AC units as used in '60 and '61 were still available.

A new addition for 1962 was the squire trim option on the four-door wagon. Also, the fancy Econoline bus, the Club Wagon was added in two trim levels.

1962½ FUTURA SPORTS SEDAN

The Futura Sports Sedan was announced in February 1962. It had a Thunderbird style roof, the Futura bucket seat with console interior, and wheel covers with red, white, & blue arcs that were used on '63 Futura models. Some of the early Falcon design proposals had used the T-Bird roof line theme. The design was not new but it was a major facelift for Falcon. A vinyl roof option was also available on the Sports Sedan. This was a first for Falcon.

Perhaps the biggest news that came with the announcement of the Sports Sedan was the availability of a four speed manual floor-shift transmission. So Falcon now had four-on-the-floor and bucket seats. Falcon's image was changing rapidly. It only needed an engine with more punch to become a true glamour car and that addition was in the works. The four speed gearbox used with Falcon six-cylinder engines was the famous Dagenham all synchro unit. The name comes from the city in England where the manufacturing plant is located. On the 1962 models this transmission is identified as HEJ-A on the transmission code plate.

1962 PRICES

The base retail prices for 1962 models were as follows:

FALCON MODEL	STANDARD	DELUXE
2 dr sedan	$1,985	$2,071
4 dr sedan	2,047	2,133
4 dr wagon	2,341	2,427
Futura 2 dr	2,232	
Sports Futura	2,273	
Squire Wagon	2,603	
station bus	2,285	
club wagon	2,436	2,673

1962 BROCHURES

The following is a partial list of 1962 Falcon brochures and related literature.

Brochure FDC-6211, total Ford line including Falcon, 8-61.

Brochure FDC-6218, includes Squire and Sports Futura, 2-62.

Brochure FDC-6214, Falcon models except Sports Futura, 8-61

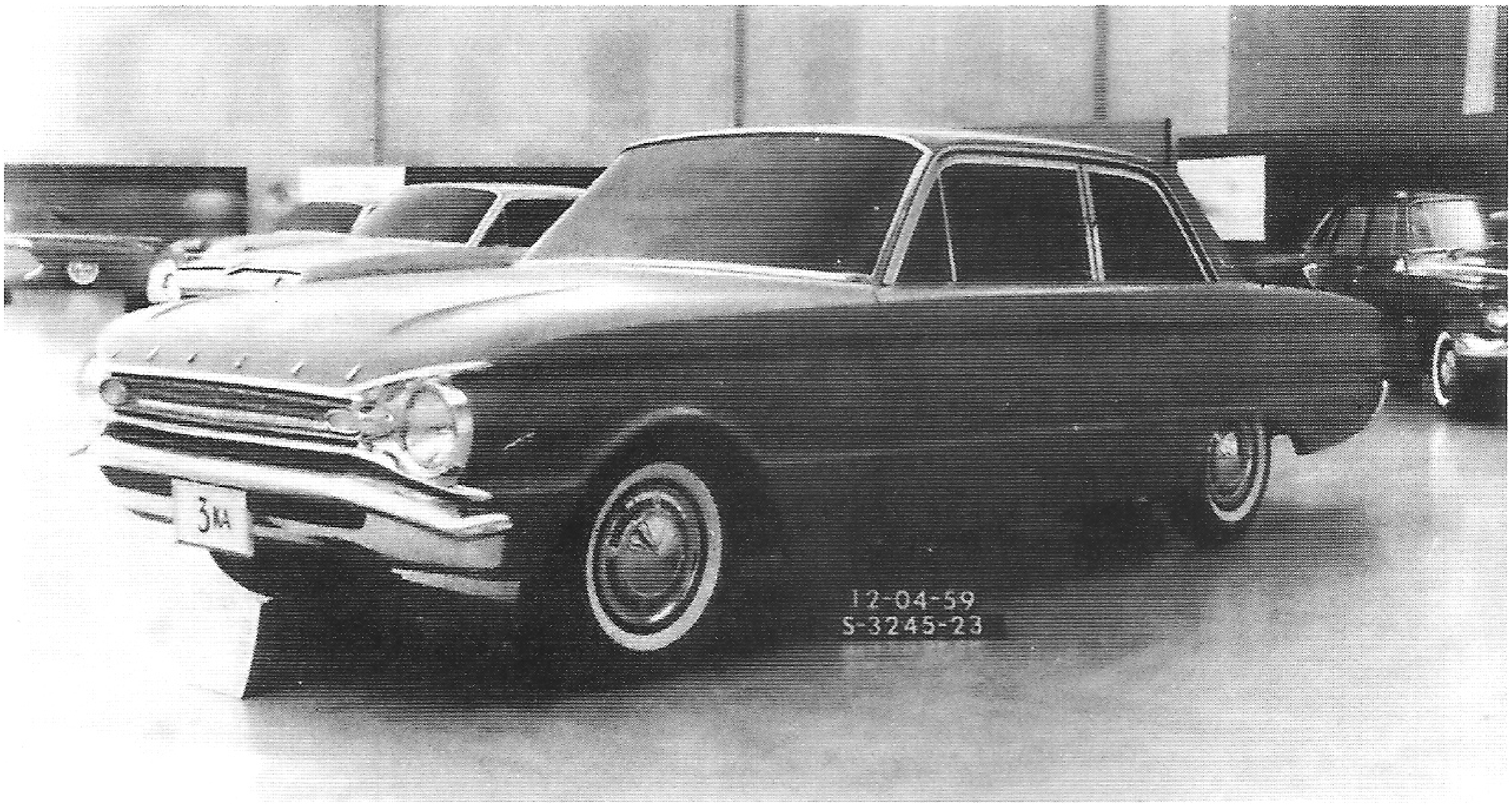
Brochure FDC-6211, total Ford line including Falcon, 2-62.

Brochure “The Ford Family of Fine Cars for 1962.” includes Squire.
Folder “Ford Division Vehicles for 1962”, lists differences from 1961.
“American Manufacturers Association Specifications for the 1962 Falcon,” 27 pages, 6-61.
“Ford Car Facts,” 12-1-61
“1962 Press Information Packet,” 9-19-61.
1960-1962 Ford Falcon Shop Manual, 8-61.

1962 FALCON MAGAZINE ADS LIST

The following list contains 1962 Falcon advertisements appearing in Life magazine.

September 29, 1961. vol. 51, # 13, pp 22-23, [sedan & wagon]
October 6, 1961. vol. 51, # 14, p 34. [wagon]
October 13, 1961. vol. 51, # 15, pp 118-119. [Ranchero]
October 13, 1961. vol. 51, # 15, p 1130. [sedan]
October 27, 1961. vol. 51, # 17, p 54. [sedan]
November 17, 1961. vol. 51, # 23, p 26. [wagon]
December 8, 1961. vol. 51, # 1, p 16. [wagon]



Proposed facelift for the 1962 Falcon

.January 12, 1962, vol. 52, # 2, p 72. [wagon]
January 26, 1962. vol. 52, # 4, pp 48-49 and p 82.
March 2, 1962. vol. 52, # 9, p 73. [wagon]
March 9, 1962. vol. 52, # 10, p 87. [sedan]
April 6, 1962. vol 52, # 14, p 59. [Sports Sedan]
April 20, 1962. vol. 52, # 16, p 60. [sedan]
April 20, 1962, vol 52, # 16, p 92.
May 4, 1962. vol. 52, # 18, p 63.
Mary 18, 1962. vol. 52, # 20, p 13. [sedan]
June 8, 1962, vol. 52, # 23, p 94. [wagon]
June 29, 1962. vol. 52, # 26, p 9. [sedan]
August 10, 1962, vol. 53, # 6, p 17. [Ranchero]

RACING THE 1962 FALCON

In early 1962 the Holman & Moody Company of Charlotte, North Carolina, prepared a 1962 Falcon two-door sedan to run in the Sebring (Florida) race. The car was sectioned three inches through the midship part of the body. A spokesman at Holman & Moody recently related, “We just whacked it off and put it all right back together.” A 260 inch^3 V-8 was installed, but with difficulty. H & M: “The only way we could get the thing (260 V-8) in was to turn the headers around and face the front like an old ‘54 Ford and then put on a crossover pipe to get the exhaust out.” The car finished last in the 1962 Sebring but its power and handling were impressive. It was the forerunner to the 1963 Falcon Monte Carlo racers.

Proposed 1962 Falcon.

1962 FALCON SERIAL NUMBER CODES

(See an explanation of this section on pages 68-71. The 1962 codes that differ from 1960 & 1961 are presented in this section.)

Model Year—designated by “2”, for 1962.

Assembly Plant—same as 1961, see p 87.

Series Model #—added for 1962 was “26” [4 dr Squire].

Engine Letter—same as 1961.

Consecutive Number Unit—same as 1960.

Body Types—for 1962 add “71 B” [4 dr Squire], “64 C” [Futura 2 dr sedan with bucket seats], and “62 C” [Futura 2 dr sedan with Thunderbird roof].

Paint Color Codes for 1962 (total list):

A black	*RAVEN BLACK	**1724
D medium turquoise metallic	MING GREEN	1451
E medium blue metallic	VIKING BLUE	1448
F light blue	BAFFIN BLUE	1449
H dark blue metallic	OXFORD BLUE	1447
J red	RANGOON RED	1515
M white	CORINTHIAN WHTE	1238
P medium green metallic	SILVER MOSS	1454
Q light gray metallic	SILVER GRAY	1371
R yellow	DORADO GOLD	1456
T honey beige	SANDSHELL TAN	1543
Z beige metallic	FIELDSTONE TAN	1427

*Promotional Name
**M3OJ Color Number

Trim Code—add “8” Futura vinyl to the “first digit” code.

Date Code—same as 1960

Transmission Code—for 1962 add “5” [4 speed manual].

Axle Code—for 1962 “2” [3.10:1], “5” [3.50:1], and “9” [4.00:1].

1962 MODEL RUN PARTS CHANGES

(The following parts changes were made during the 1962 model run. The part group number and date of change are shown. For the total part number, refer to the Ford Parts Book 1960-1964.

Front suspension lower arm assembly 3078-9 changed 10-15-61.

Spindle assembly 3102-6 changed 10-15-61.

Front suspension arm ball joint dust seal 3A105 changed 10-15-61.

Front suspension lower arm strut mounting 3486-7 changed 10-15-61.

Steering arm stop 3A706-7 changed 10-15-61.

Stabilizer assembly 5482 changed 10-15-61.

Front engine mounts 6028, 6029, 6030, 6031, & 6038 changed 7-5-62.

Crankcase ventilation tube 6759 changed 4-10-62.

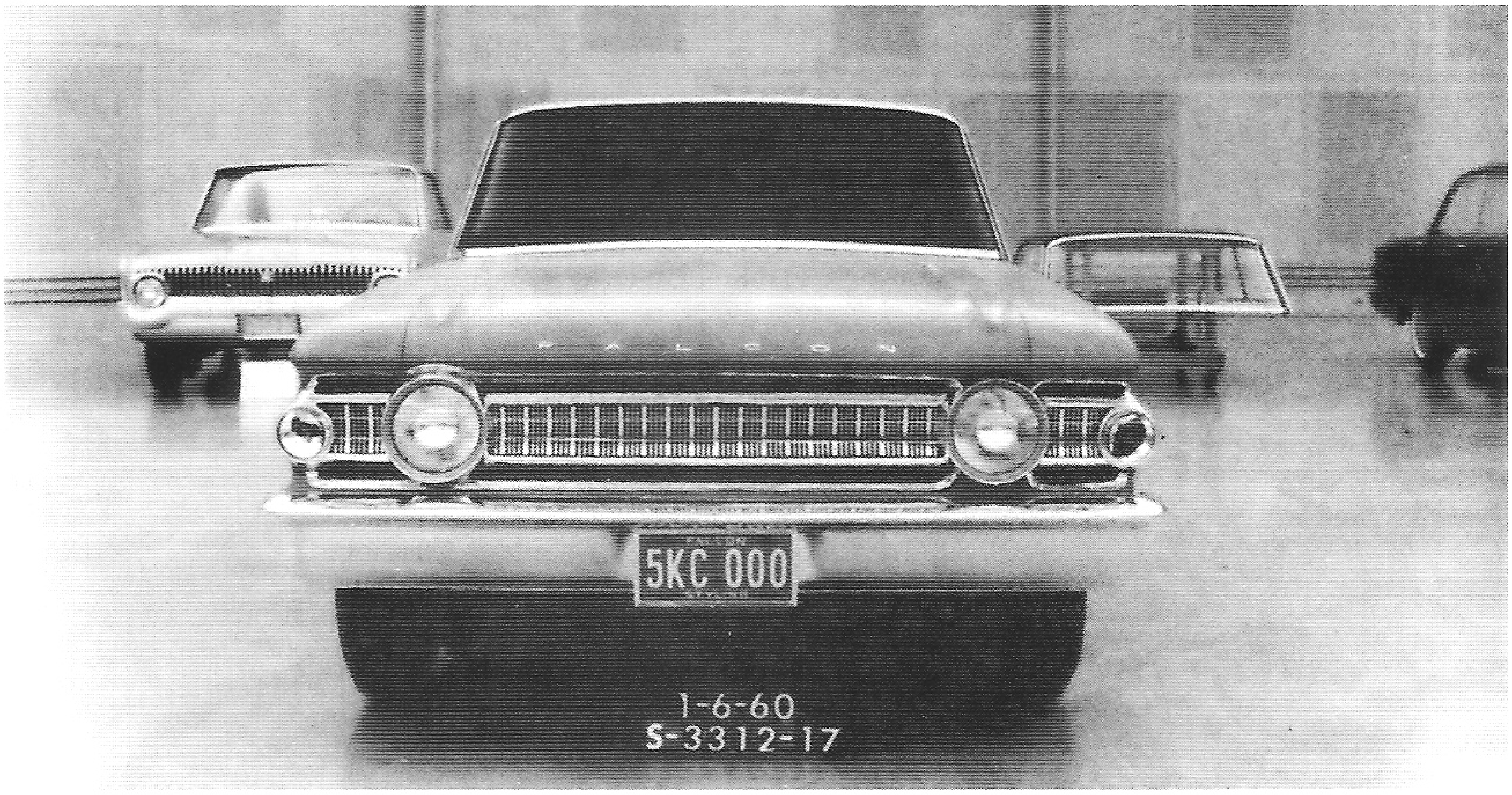
Manual transmission reverse idler gear and bushing assembly 7141 changed 10-15-61.

Automatic transmission primary sun gear oil seal 7C169 changed 5-15-62.

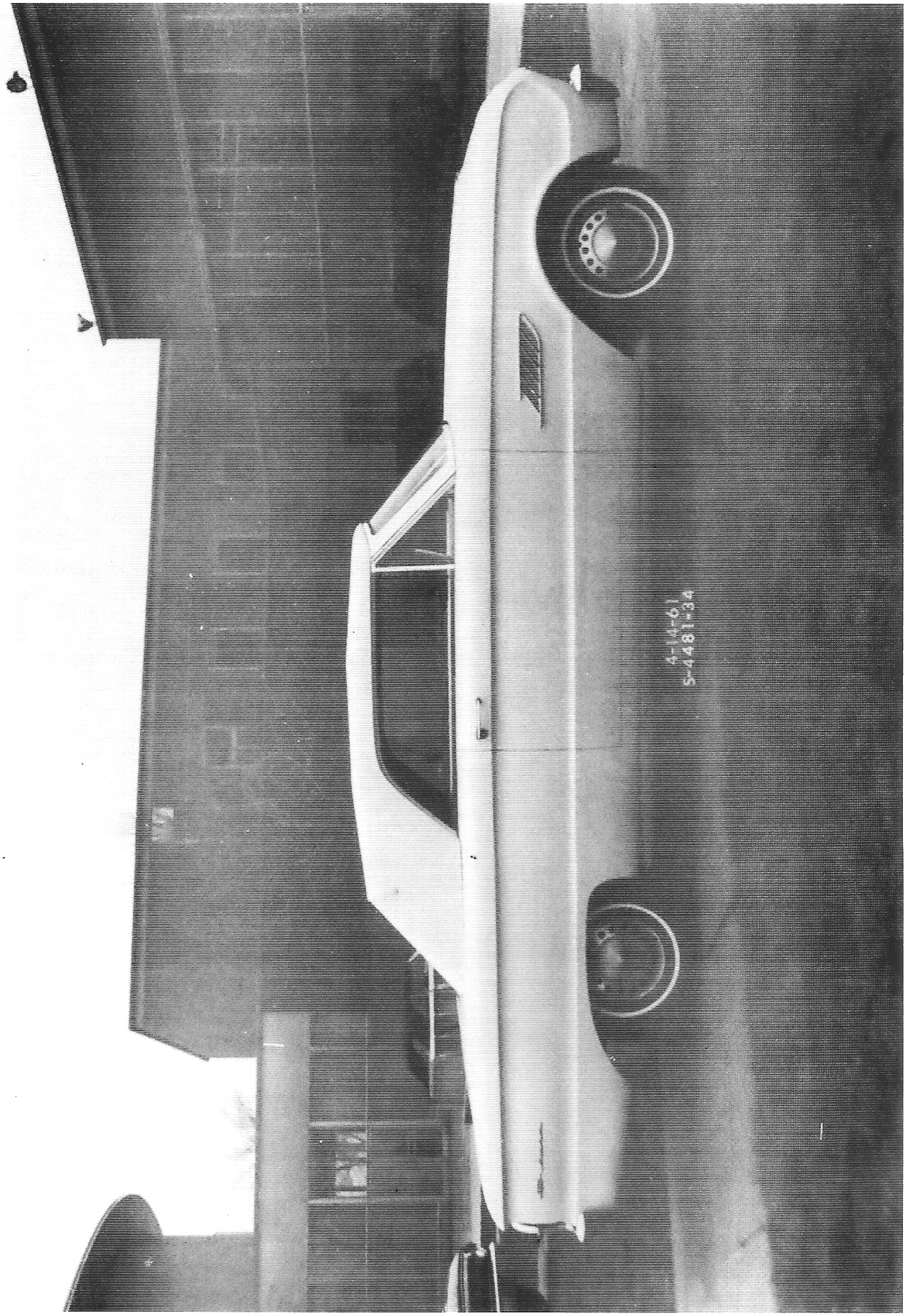
Headlamp assembly 13008 changed 3-23-62.

Headlamp mounting gasket 13044 changed 12-4-61.

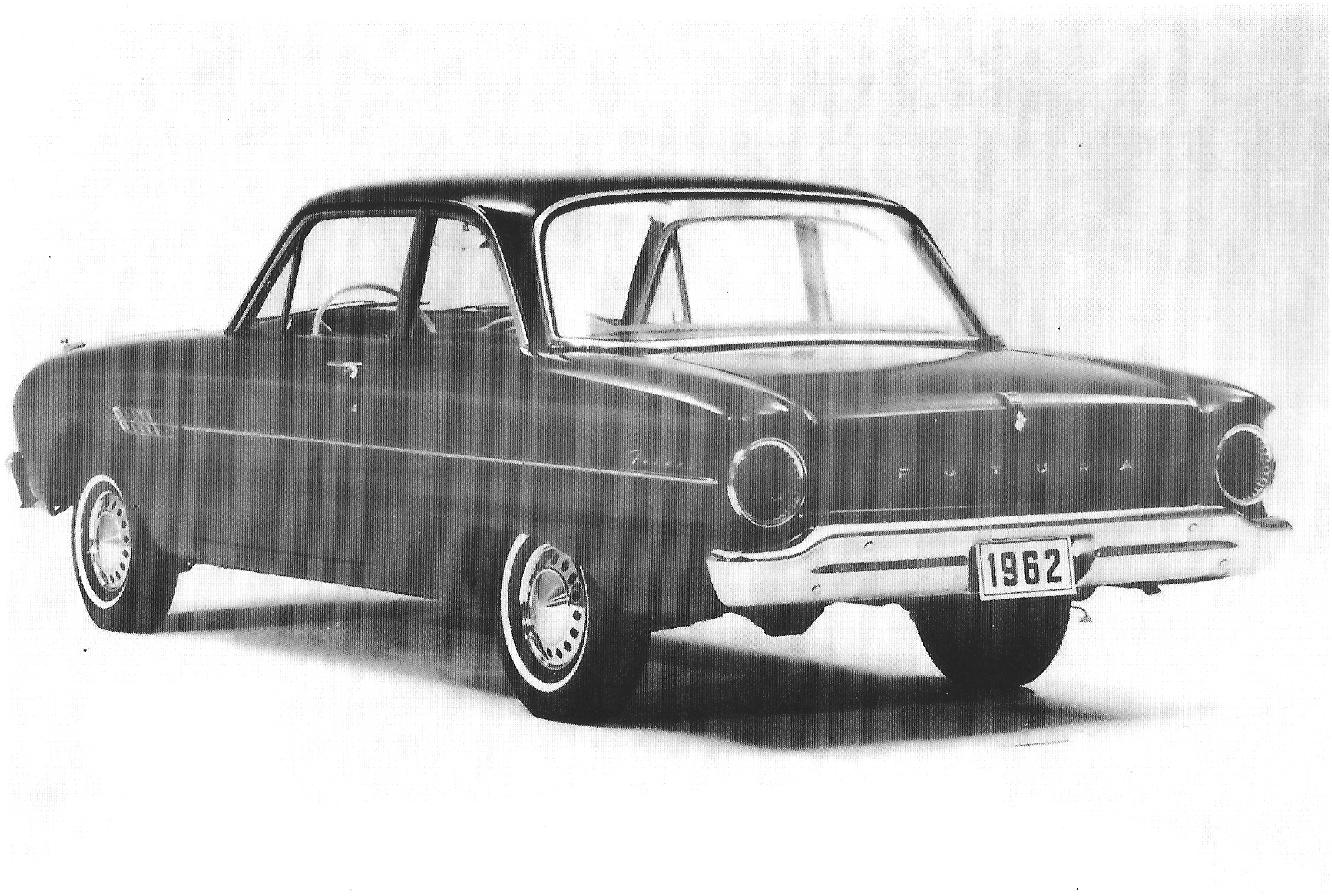
Station wagon tailgate power window regulator motor assembly 14553 changed 11-3-61 and changed again 9-1-62.



Proposed 1962 front end treatment. A similar design was used for the '62 comet and '63 Meteor grills.

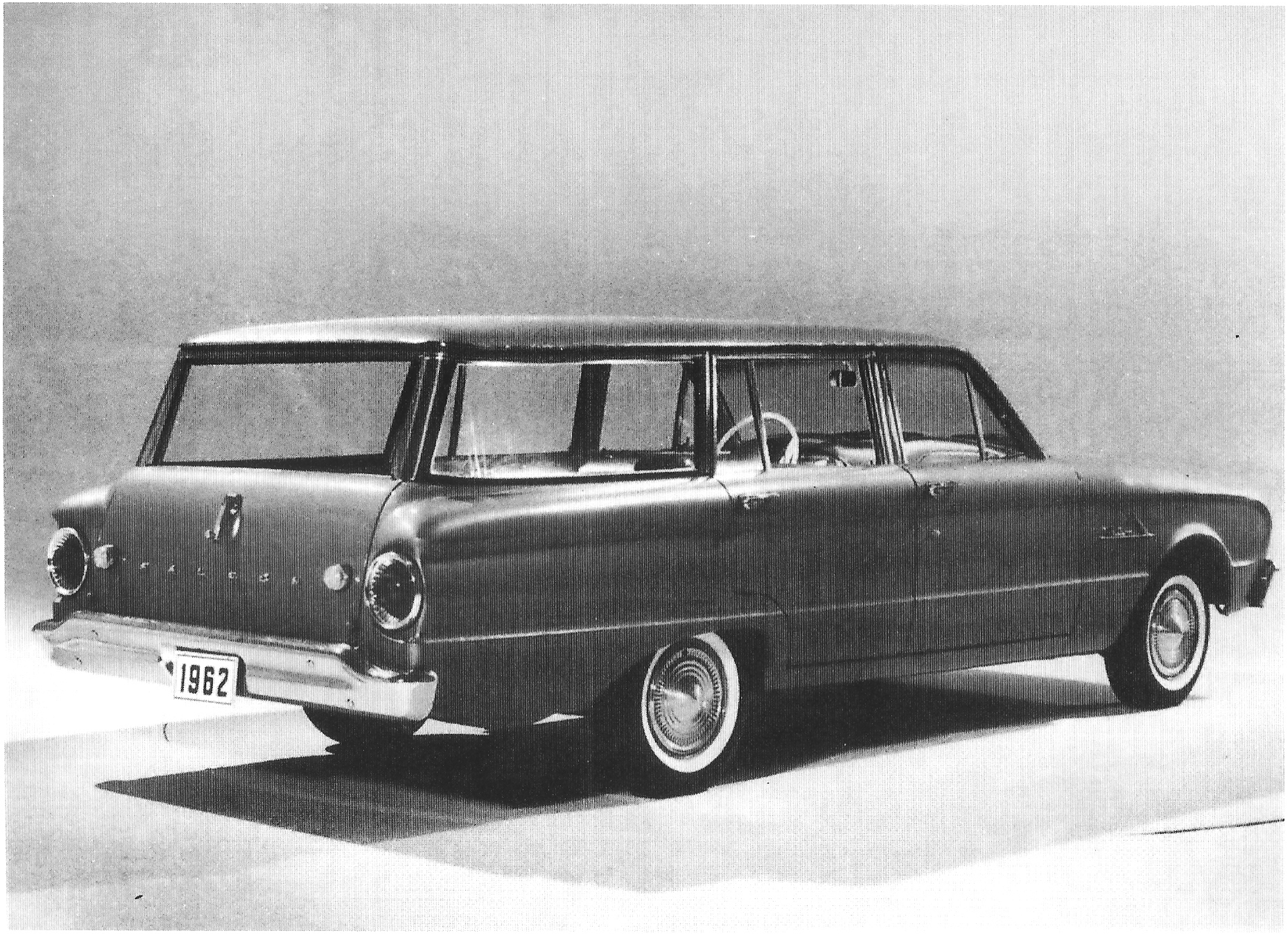


Proposed 1962 Convertible.



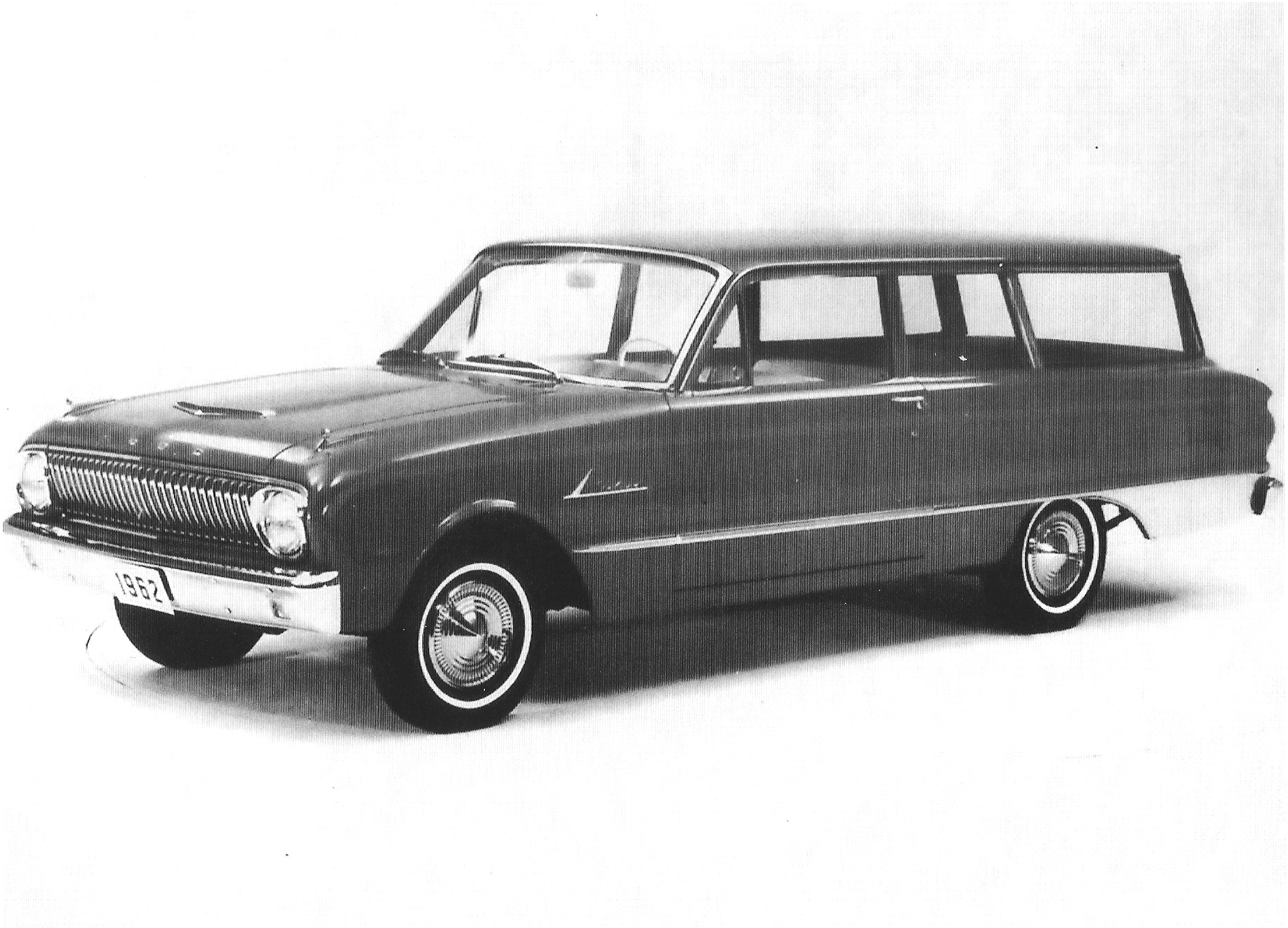
1962 Futura, model 64 C. Note standard Falcon "bubble-back" rear window.

Ford neg. # 122704-315



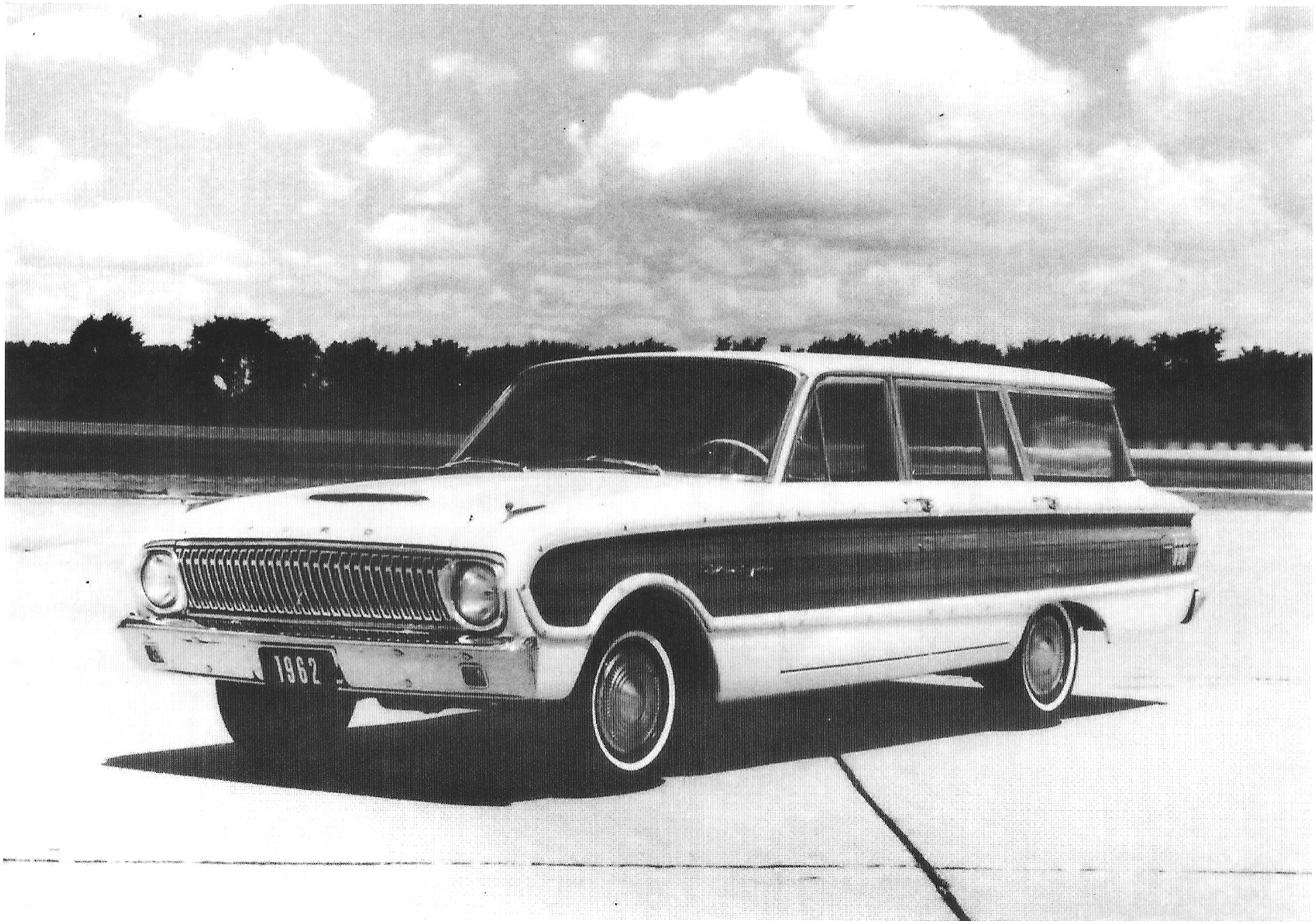
1962 Four-Door Station Wagon, model 71 A.

Ford neg. # 122704-2

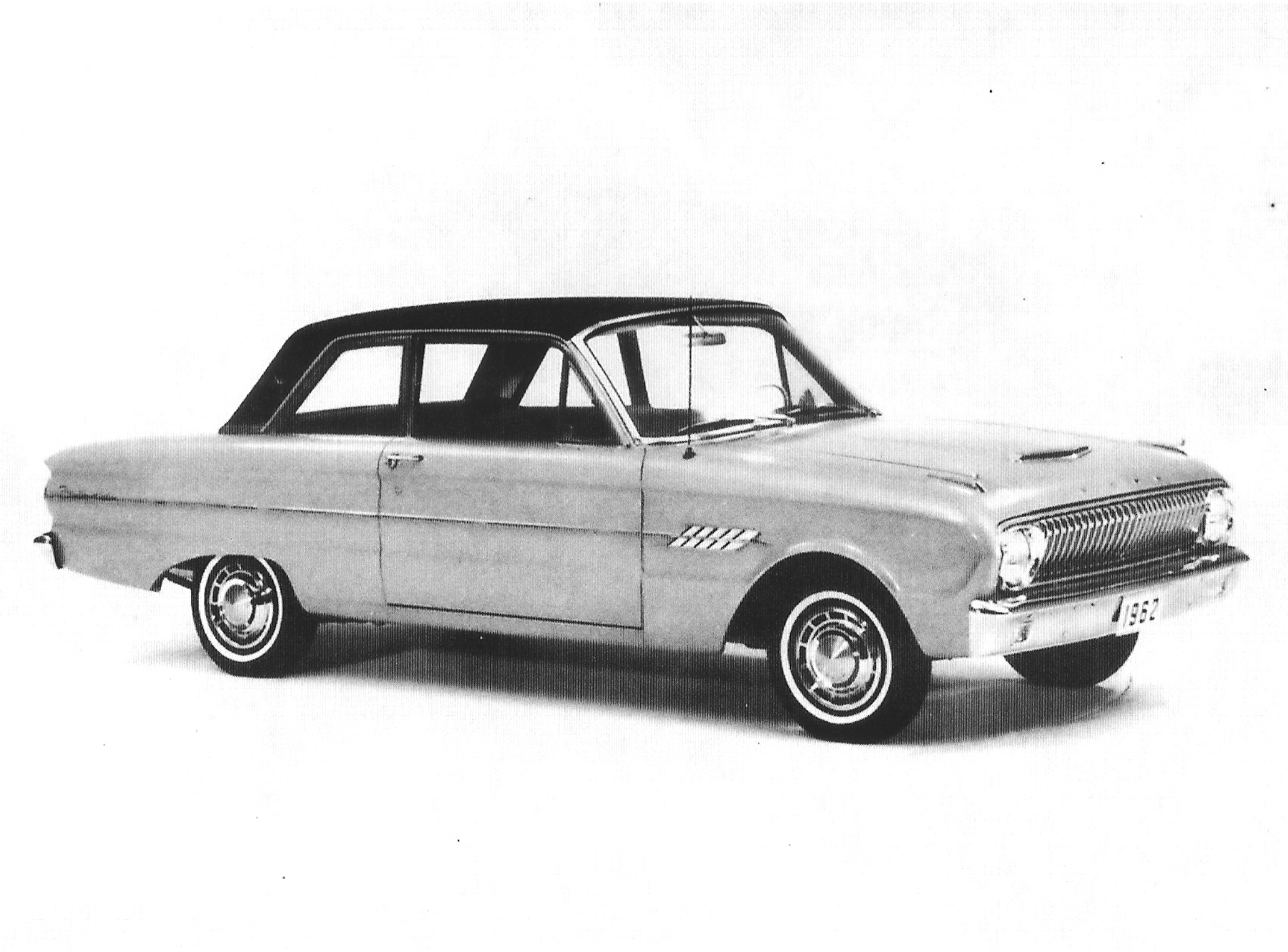


1962 Two-Door Station Wagon, model 59. Note Deluxe bright trim on lower rear quarters. The '62 "Speedy Bird" extended back under the "Falcon" script.

Neg. # 122704-353

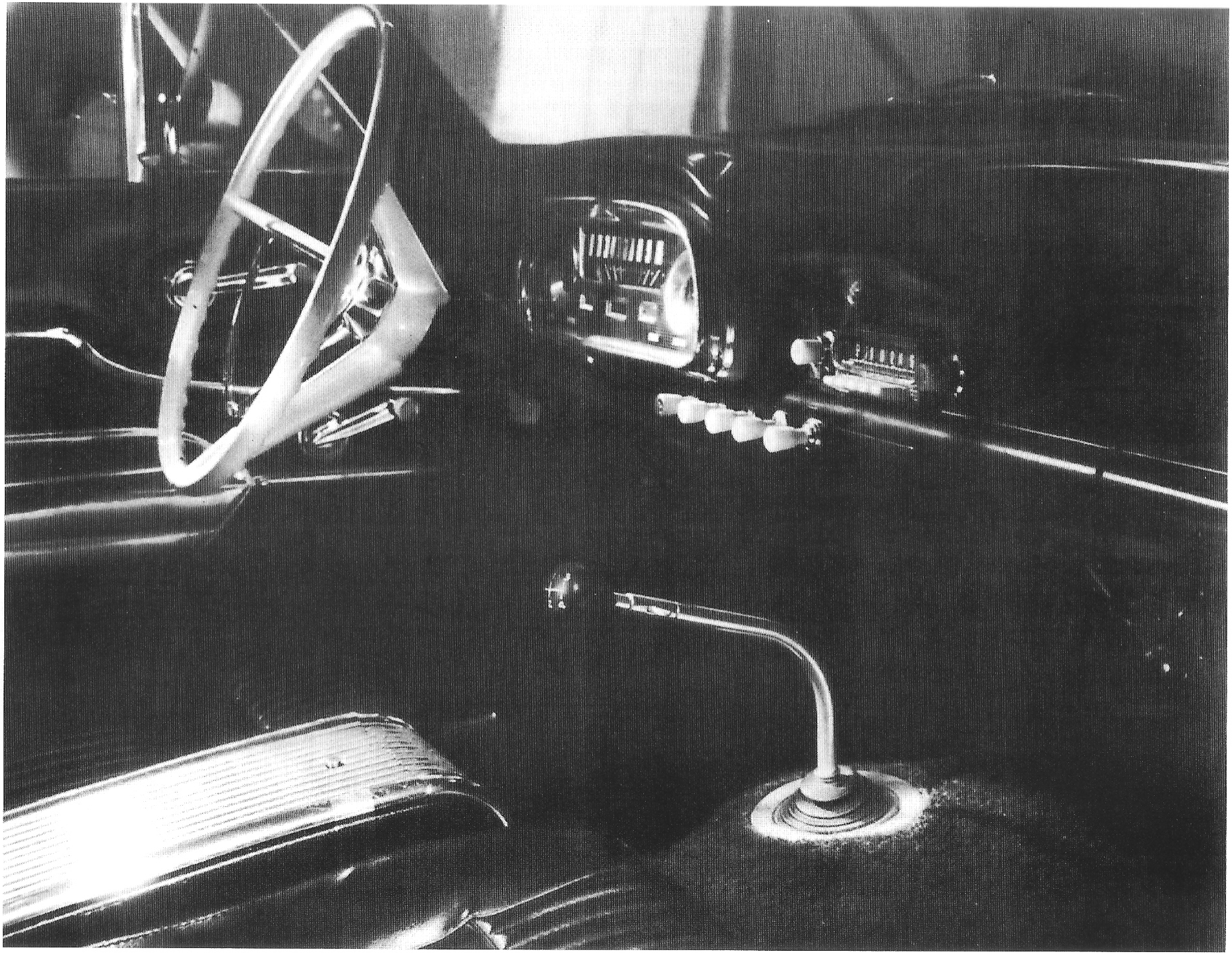


1962 Four-Door Squire Station Wagon, model 71 B. Note the front fender "peaks" that were part of the '62 facelift.
Ford neg. # CN618-30



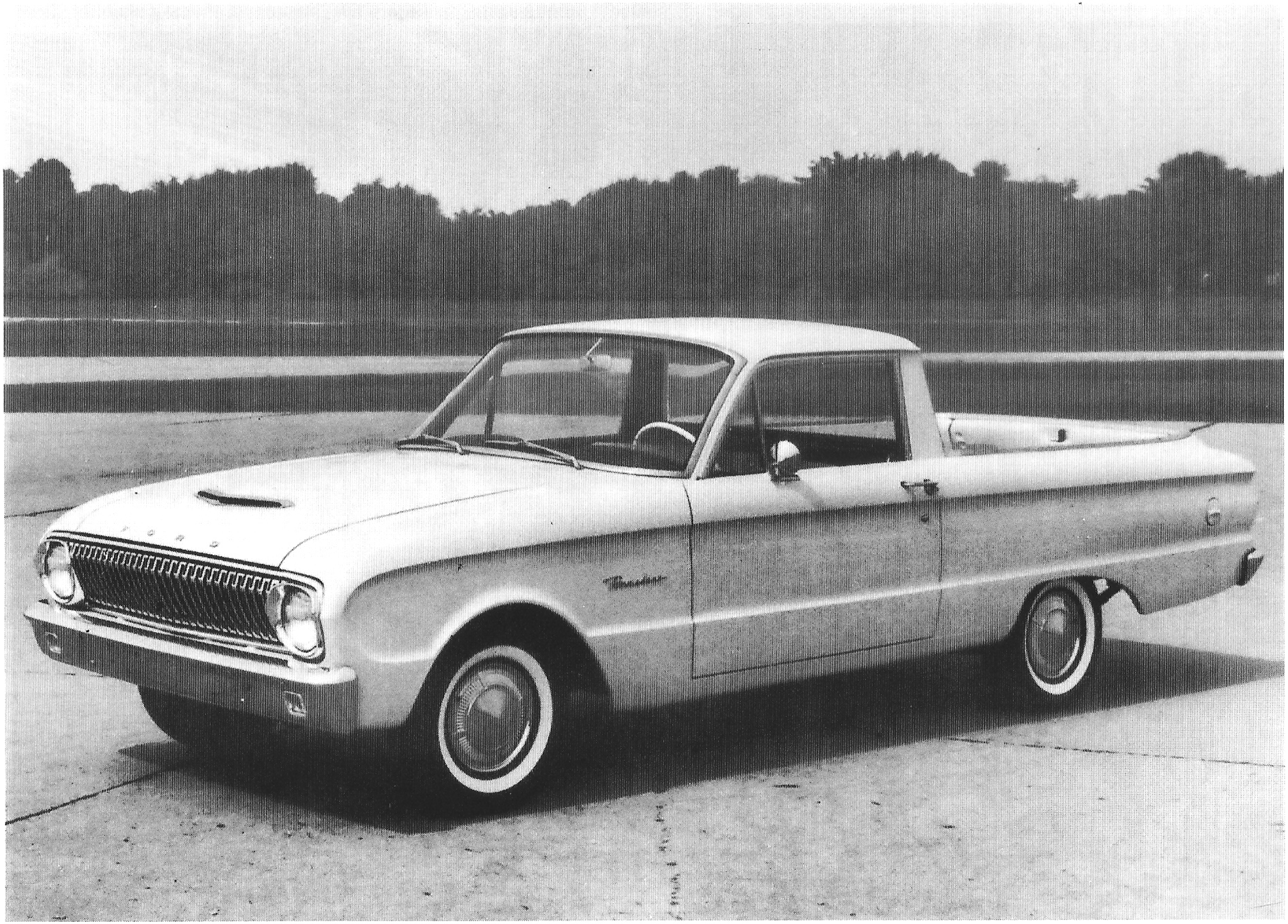
1962½ Sports Futura, model 62 C. First Falcon to have a vinyl roof. T-Bird roof, and four speed transmission.

Ford neg. # 122704-630



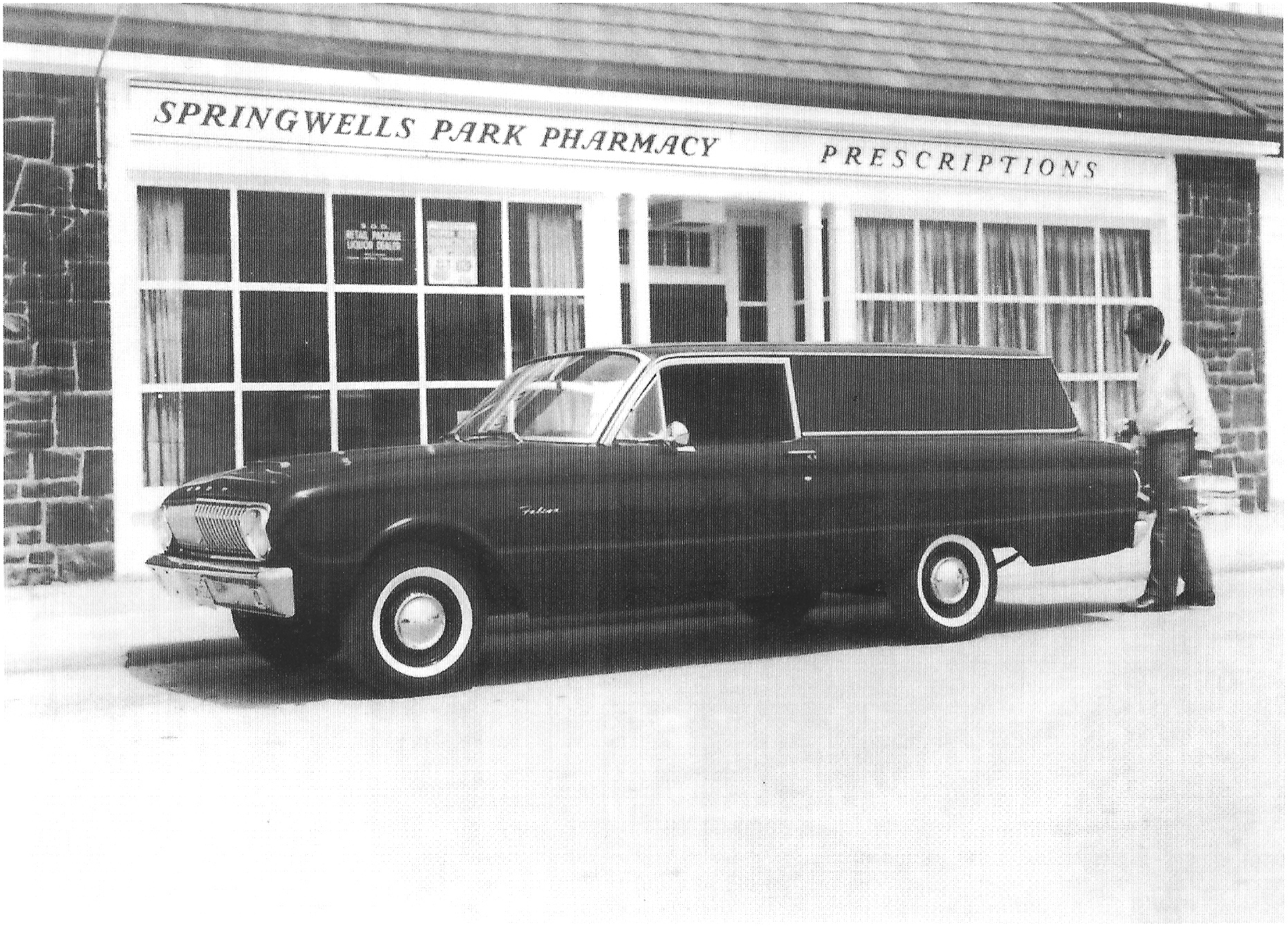
1962½ Sports Futura interior with Four-On-The-Floor option.

Ford neg. # 122704-647



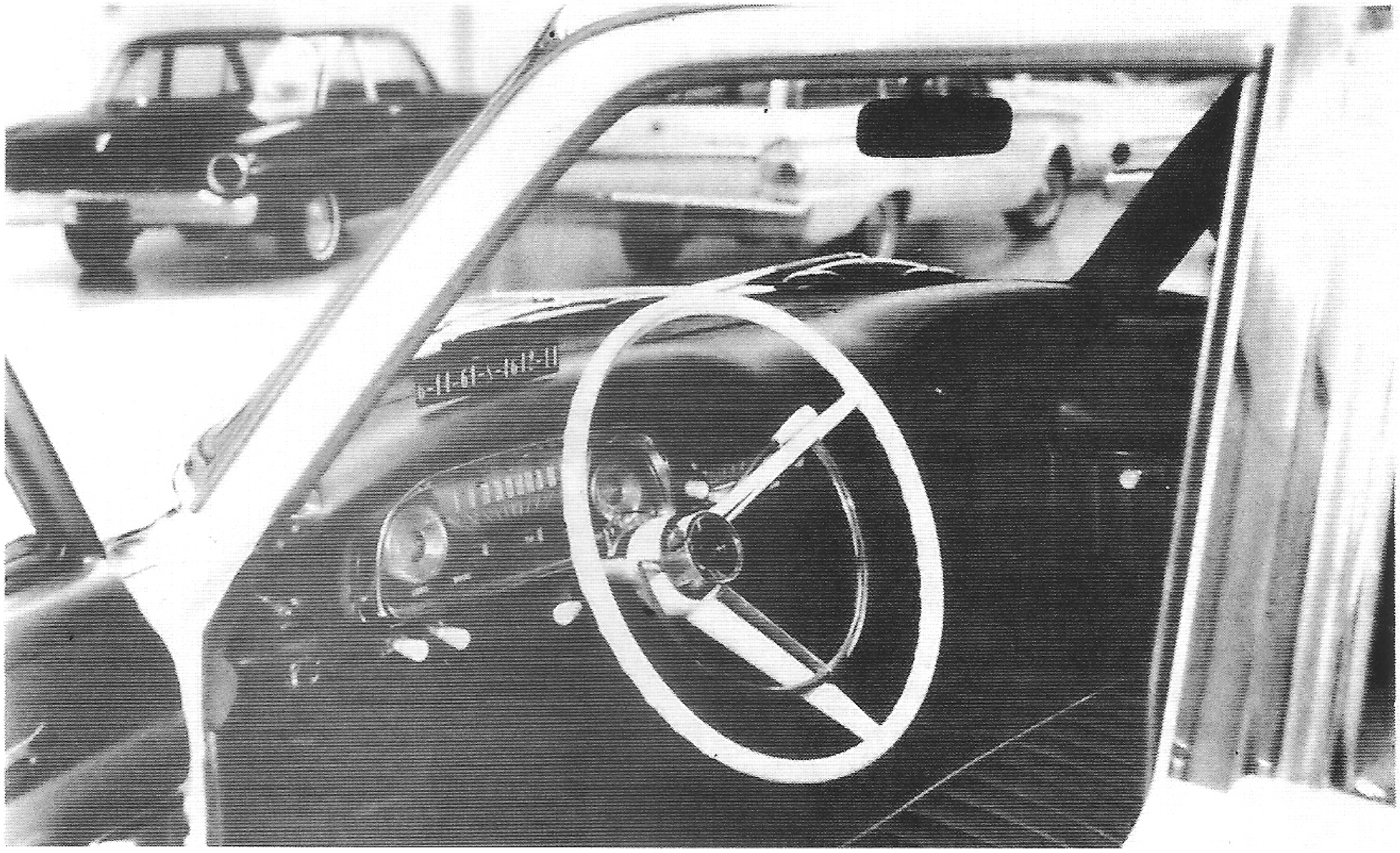
1962 Ranchero, model 66 A .

Neg. # 122704-252

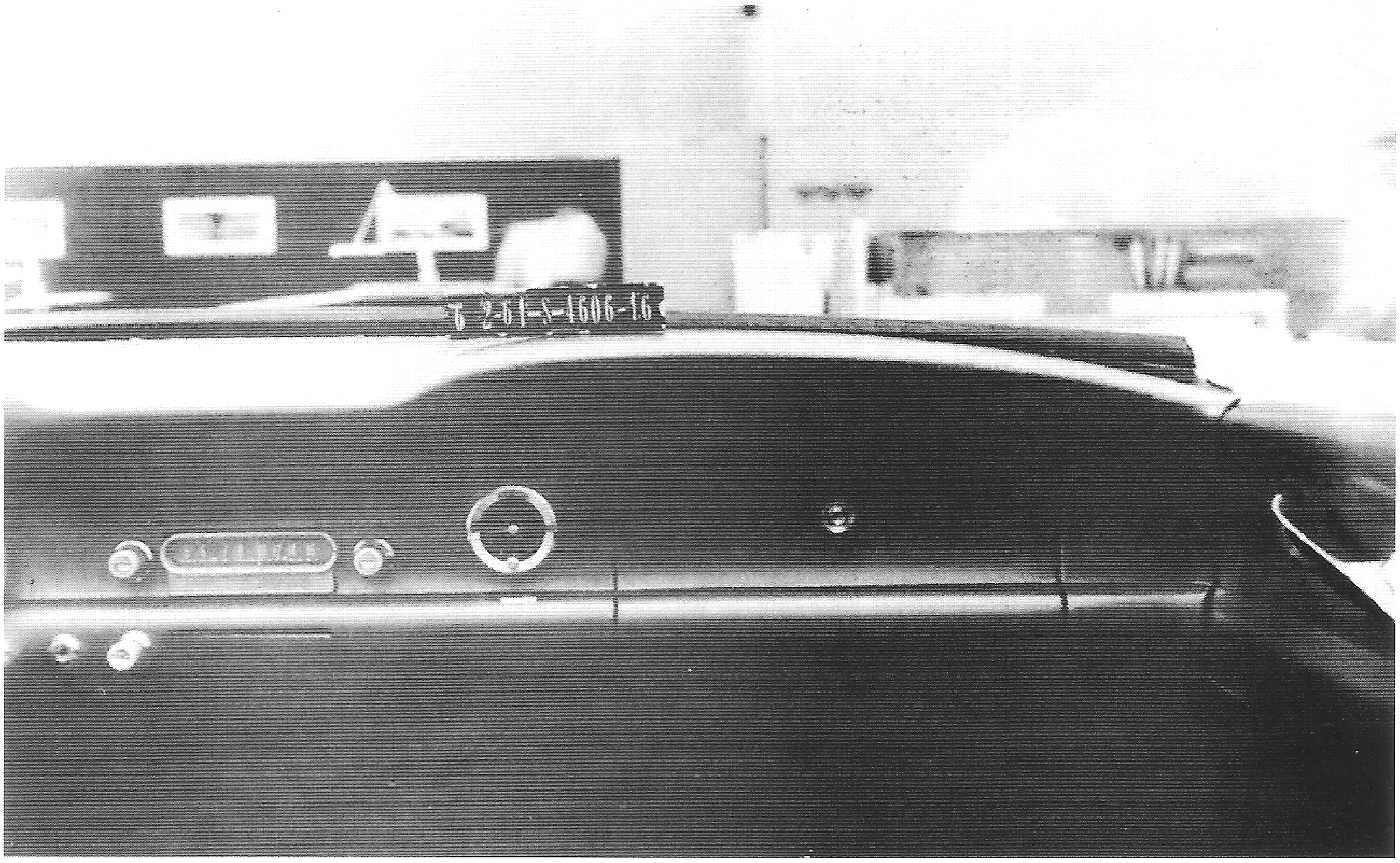


1962 Sedan Delivery, model 78 A.

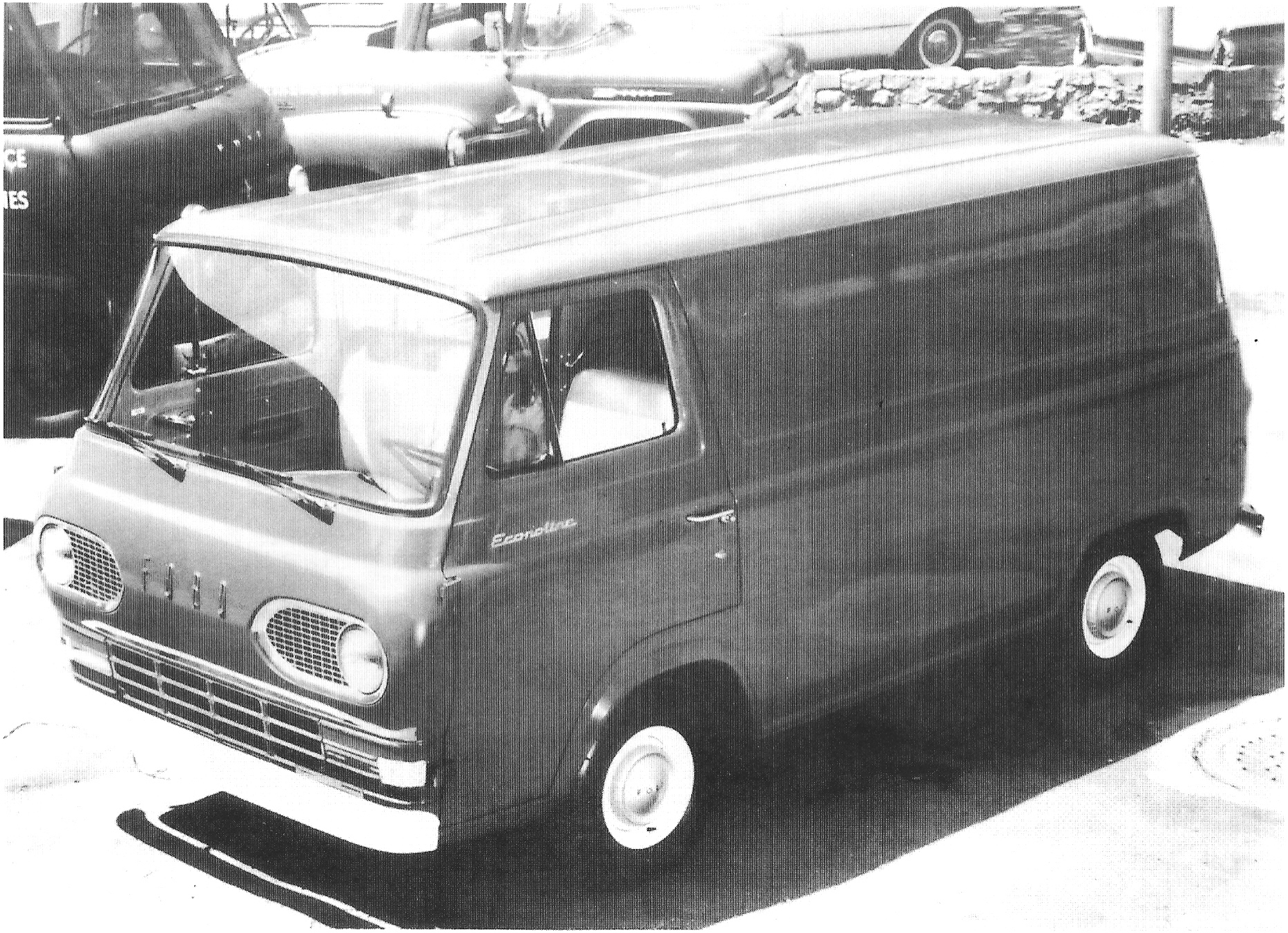
Ford neg. # CN618-22



1962 Deluxe interior.

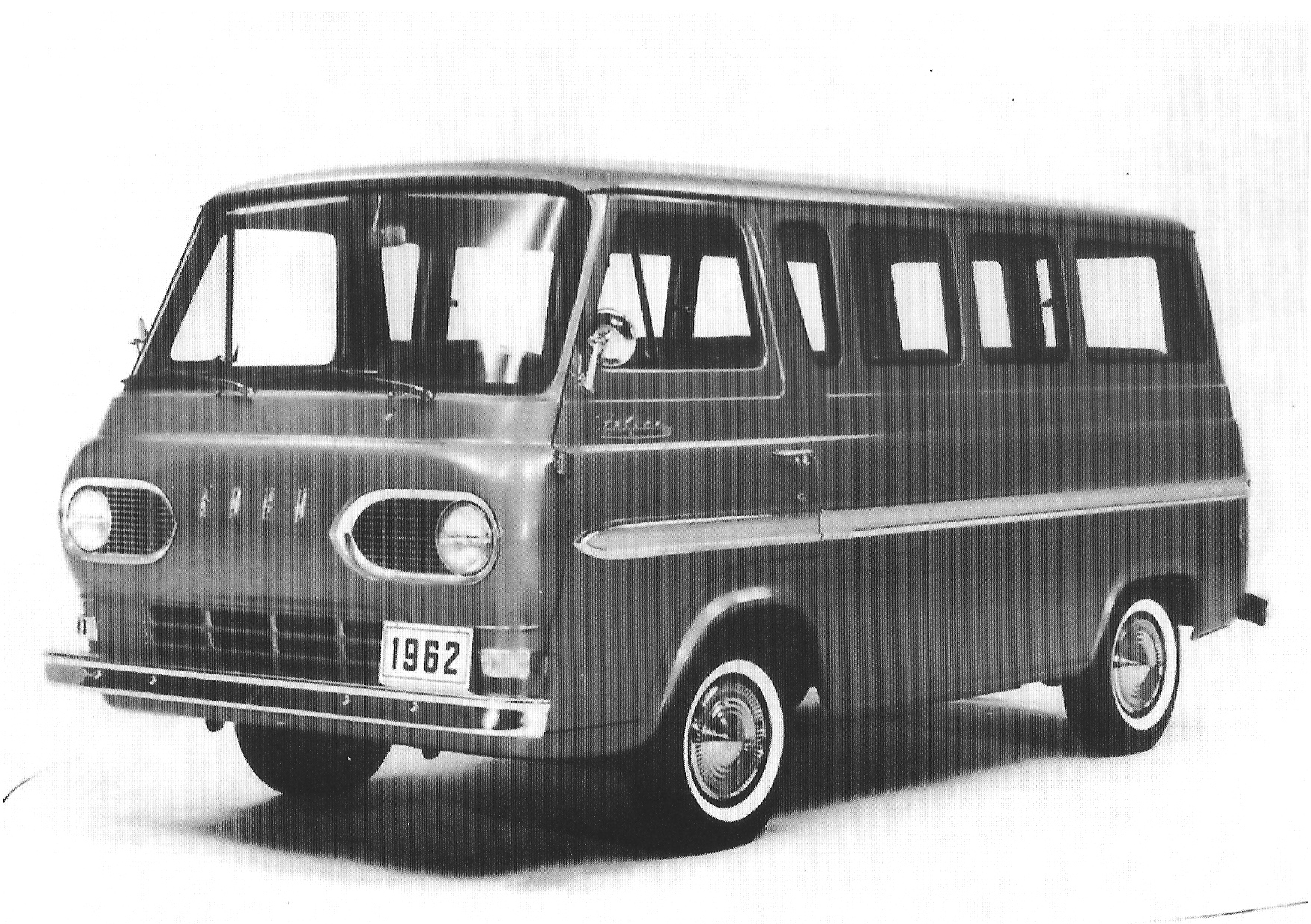


The 1962 model was the first to offer a clock option.

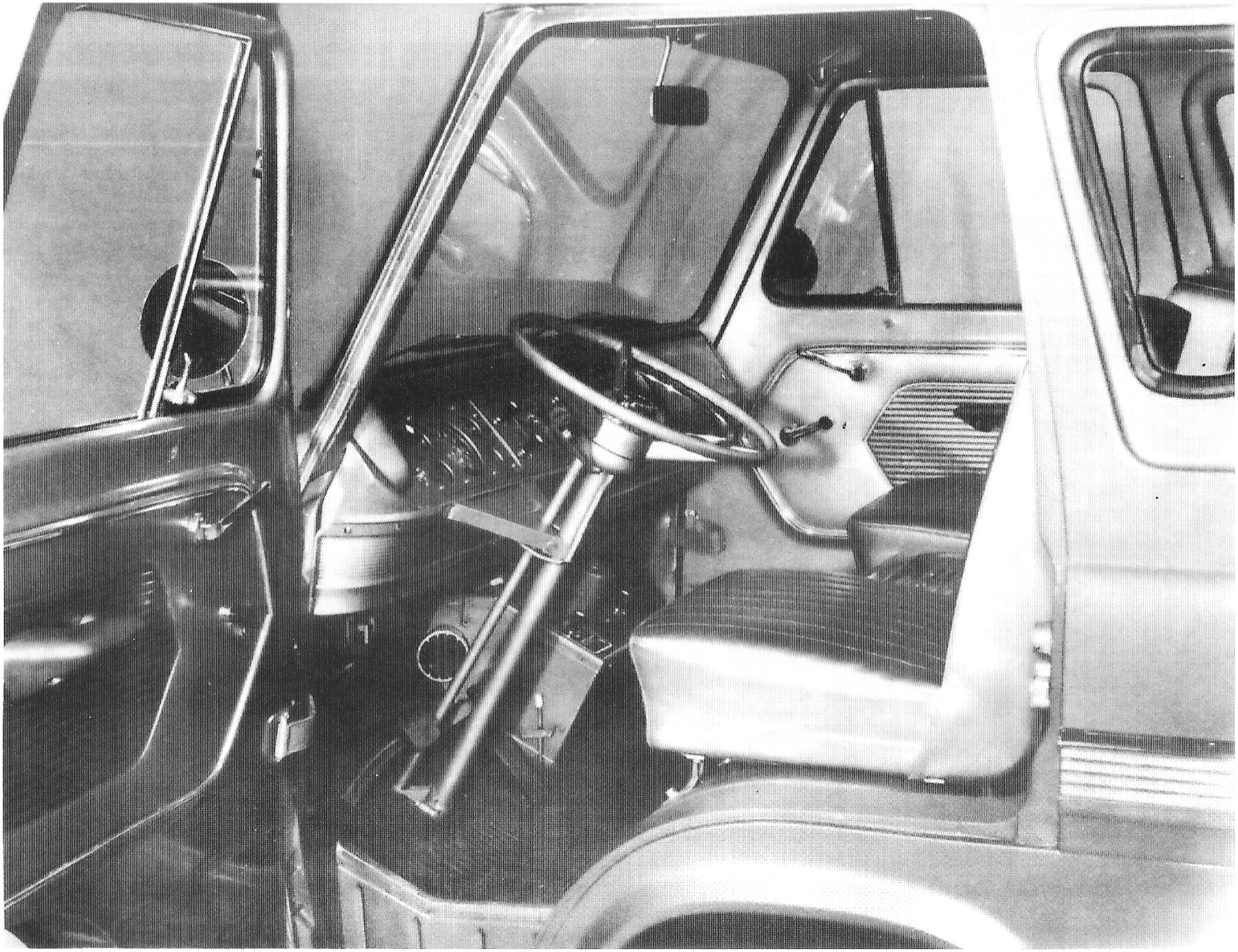


1962 Econoline Van, model 89 A.

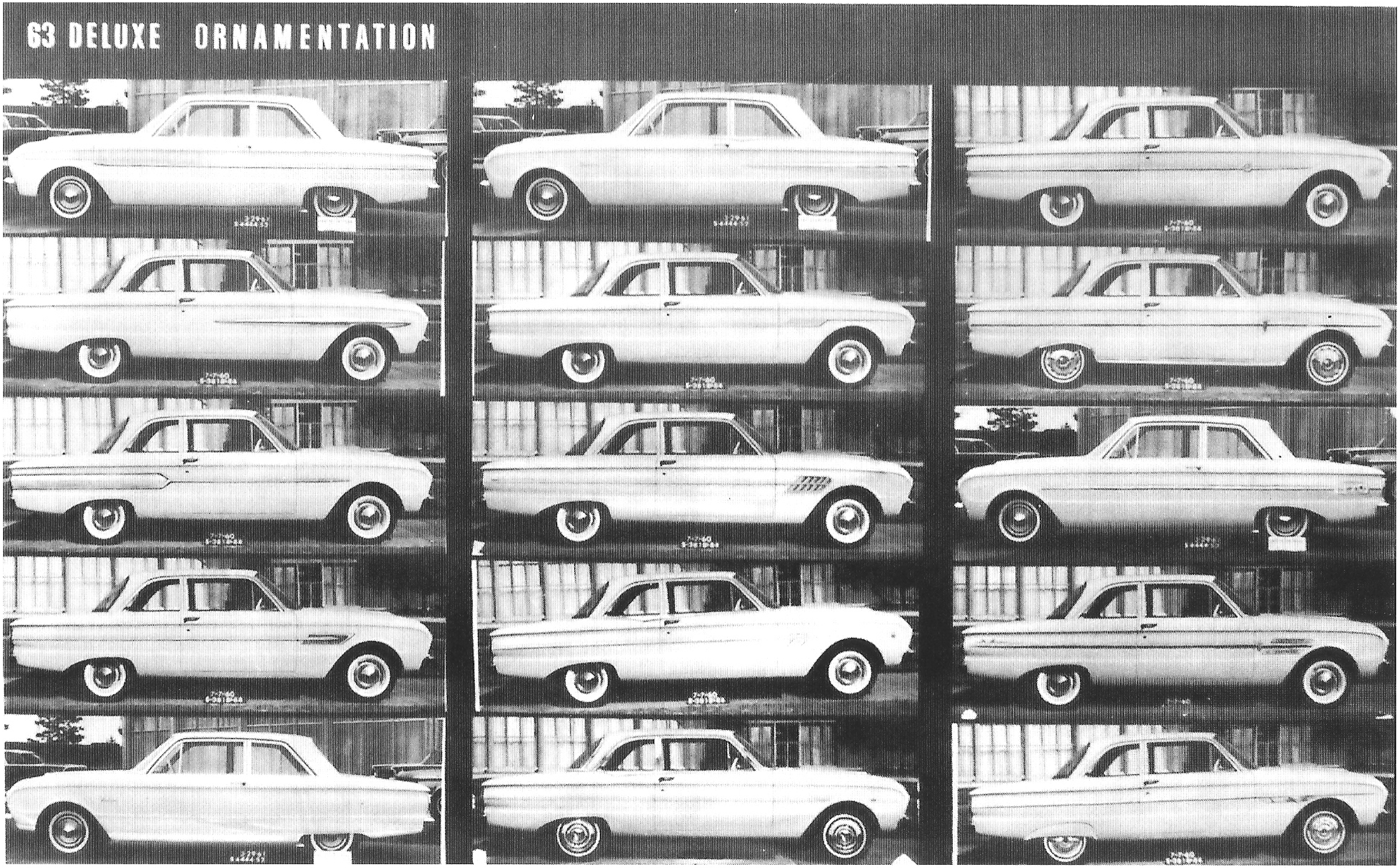
Ford neg. # 122707-472



1962 Falcon Club Wagon, model 89 B. A dressed up version of the Econoline Bus. Ford neg. # 122704-389



1962 Falcon Club Wagon, model 89 B. interior. Falcon "6" is under the cover between the bucket seats. Ford neg. # 122704-396

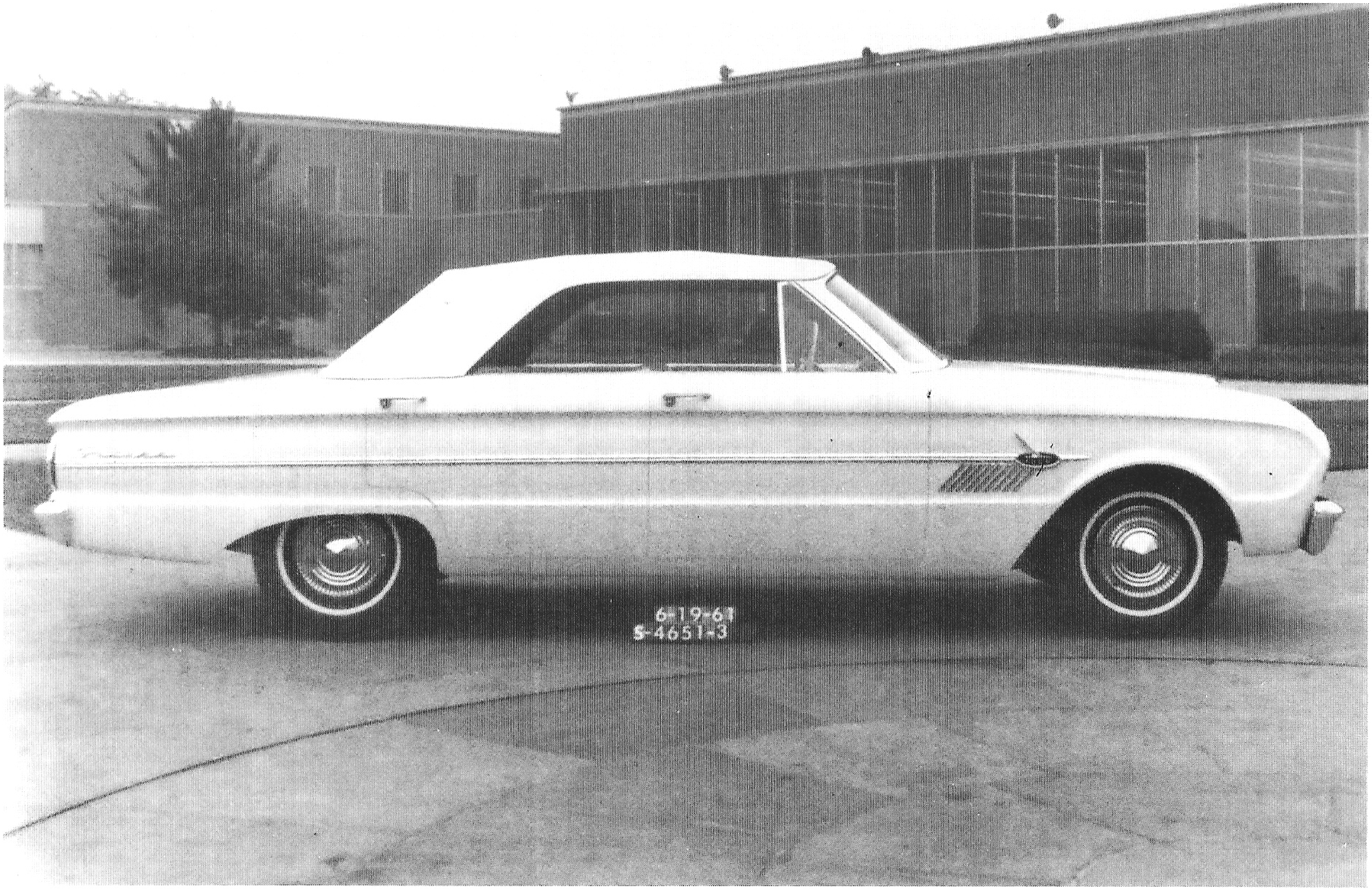


1963 Trim proposals.

4-14-61

1963 PRODUCTION

FALCON MODEL	BODY STYLE	UNITS PRODUCED
62 A	2 dr sedan	70,630
54 A	4 dr sedan	62,365
89 A	Econoline Van	47,119
54 B	Futura 4 dr sedan	31,736
71 B	Futura 4 dr station wagon	23,477
76 A	Futura convertible	18,942
71 A	4 dr station wagon	18,484
63 B	Futura 2 dr hardtop	17,524
62 B	Futura 2dr sedan	16,674
76 B	Futura convertible with bucket seats	12,250
66 A	Ranchero	12,218
63 C	Futura 2 dr hardtop with bucket seats	10, 972
63 C	Sprint 2 dr hardtop	10,479
87 A	Econoline pickup	10,372
62 C	Futura 2 dr sedan with bucket seats	10,344
89 B	Station bus	10,332
59 A	2 dr station wagon	7,322
71 C	Squire 4 dr station wagon	6,808
66 B	Deluxe Ranchero	6,315
89 F	Econoline Window Van	5,376
76 B	Sprint convertible	4,602
89 C	Custom station bus	4,378
59 B	Deluxe 2 dr station wagon	4,269
89 E	Econoline Display van	3,359
89 D	Club wagon	2,923
71 D	Squire 4 dr station wagon with bucket seats	1,501
89 G	Econoline cargo van	1,461
87 B	Econoline custom pickup	1,022
78 A	Sedan delivery	925
89 F	Econoline custom window van	332
78 B	Deluxe sedan delivery	113



Proposed 1963 Falcon Four-Door Convertible. Lincoln had one, why not Falcon?

FALCON MODEL	BODY STYLE	UNITS PRODUCED
89 E	Econoline custom display van	98
89 G	Econoline custom cargo van	88
	TOTAL 1963 PRODUCTION	435,963

The 1963 total was down slightly from the 1962 figures. The '62 figures on page 103 did not include the Econoline utility vehicles while the above total does reflect those. So Falcon total production was down in 1963, even though the number of available models had increased dramatically. Futura was now a line of Falcons—not just a trim option. The Sedan Delivery and Ranchero each came in two trim options. There were three different convertibles and two Squire station wagons. Three true hardtop models made their appearance in 1963. The compact car market was undergoing a reduction but the Falcon customer had more models than ever from which to choose.

Corvair total production was down by 14% from 1962 to 281,539 vehicles. Falcon still outsold Corvair by over 150,000 units in '63.

FALCON CONVERTIBLE INTRODUCED

Falcon convertible prototypes were in existence as early as April 1961. It was proposed as a 1962 model (see page 109) but did not come into reality until fall of '62 as a '63. A proposed Falcon convertible four-door was built (page 124); however, it never became production. The two Futura convertibles (one with and one without bucket seats) were introduced at the beginning of the '63 model year (September 28, 1962). The Sprint convertible became available in February 1963.

1963½ FALCONS

A 1963 Falcon brochure dated December 1962 showed the Sprint package for the first time. However, this brochure (FDC-6303) made no mention of a V-8 Sprint. The complete Sprint package was described with its characteristic trim features, tach, fake wood steering wheel, etc. but only referred to the 170 inch^3 six engine. Apparently no such Falcon ever reached production.

The 1963½ Falcons did include the 260 inch^3 as the only engine in the Sprint package for both the Sprint Convertible and Sprint fastback hardtop. The same 260 V-8, less engine trim, was available in every 1963½ Falcon model. The four speed manual transmission had been available in every Falcon model from the beginning of the model run in September, 1962.

Was there ever a six cylinder Sprint? No. Are all 260 V-8 Falcons Sprints? No. Were there 1963 station wagons with four speed manual shifts? Yes. The three engines (144, 170, and 260 inch^3), and the three transmissions (three speed manual, four speed manual, and two speed automatic) were available for all Falcons (except Sprints) from mid-model year on. The Sprints could have any of three transmissions, but only came with the 260 V-8 engine. Check the door plate codes to be sure what factory combination came in the car. All Sprints had the block letters F-A-L-C-O-N across the rear end of the car. Non-Sprint hardtops and convertibles all have F-U-T-U-R-A across the back. All six cylinder convertibles had the 170 inch^3 engine. The 1963½ Falcons also had hood springs (no prop rod) and the battery carrier was turned 90°. Power steering was available with the V-8 engine at a cost of $81.70. The Sprint package cost $367.20 on the convertible and $404.60 on the hardtop.

1963 BROCHURES

"Ford Motor Company Presents the 1963 Ford Family of Fine Cars for 1963".
Brochure FDC-6303, "6 cylinder Sprint", 12-62.
Brochure FDC-6301, all '63 Falcons, V-8, Sprints, 8-62.
Brochure FDC-6301, all '63 Falcons, V-8, Sprints, 2-63.
"Incredible Victory—The winning of the Monte Carlo Rallae". 10 pages.
"1963 Buyers Digest", all Ford and Falcon lines, 75 pages.

1963 FALCON MAGAZINE ADS LIST

(The following list contains 1963 Falcon advertisements appearing in Life magazine.)

September 28, 1962. vol 53, # 12, pp 70-71. [convertible, sedan, wagon]
September 28, 1962. vol. 53, # 12, p 102. [convertible]
November 9, 1962. vol. 53, # 19, p 111. [convertible]
February 15, 1963. vol. 54, # 7, p 13. [hardtop]
February 22, 1963. vol. 54, #8, pp 53-55. [convertible hardtop]
March 8, 1963. vol. 54, # 10, pp 80-81. [hardtop]
March 15, 1963. vol. 54, # 11, inside front cover. [Ranchero]
April 5, 1963. vol. 55, #14, p 39. [Sprint hardtop]
August 30, 1963. vol 55, # 9, p 56. [station wagon]
August 30, 1963, vol 55, # 9, p 65. [convertible]

RACING THE 1963 FALCON

The 1963 Monte Carlo rally was held in January 1963. Ford's plan was to add some excitement into Falcon advertising in order to change the low performance image the public had for Falcon. The Monte Carlo organizers wanted the Falcons entered because they would also get some good publicity, even though the Falcon was considered very large by European standards.

The Monte Carlo engine was based on the 260 inch^3 V-8 but was filled with Cobra modifications to increase the horsepower from 164 to 260 (one HP/ inch^3). The cars had revised Pitman and Idler arms, an extra leaf in the rear springs to reduce axle windup, Koni shocks, and a Galaxie limited slip differential with 4.51 gears. The standard Falcon V-8 ran 0-60 in 12 seconds—the Monte Carlo did it in 7.5 seconds.

Ford used the Monte Carlo Rally race for all sorts of publicity. Mr. and Mrs. Benson Ford presented Princess Grace with a 1963 Squire station wagon for use by the Monaco Red Cross.

The '63 Monte Carlo Falcons won all six special all-out speed stages covering some 90 miles of the toughest roads in Europe. Most of the race was run on a glare of ice. This was the first time that one car make had won on all the special stages.

1963 Falcon racers similar to those that ran in Monte Carlo also won class prizes in the Canadian Shell 4000 race. Falcons also won the Holland Tulip Rally outright—not just a class win.

1963 FALCON SERIAL NUMBER CODES

(See an explanation of this section on pages 70-73. The 1963 codes that differ from 1960, 1961, & 1962 are presented in this section.)

Model Year—designated by "3", for 1963.

Assembly Plant—for 1963 add "J" [Los Angeles, California].

Series Model #—for 1963 add "01" [2 dr sedan], "02" [4 dr sedan], "19" [Futura 2 dr sedan], "16" [Futura 4 dr sedan], "15" [Futura convertible], "23" [Deluxe 2 dr wagon], "24" [Deluxe 4 dr wagon], and "17" [Futura 2 dr hardtop].

Engine Letter—for 1963 add "F" [260 inch^3 V-8, 164 H.P.].

Consecutive Number Unit—same as 1960.

Body types—for 1963 add "62 A" [2 dr sedan], "54 A" [4 dr sedan], "62 B" [Futura 2 dr sedan], "54 B" [Futura 4 dr sedan), "71 B" [Futura 4 dr wagon], "63 B" [Futura 2 dr hardtop], "63 C" [Futura 2 dr hardtop, bucket seats], "76 A" convertible], "76 B" [Futura convertible, bucket seats], "59 B" [Deluxe 2 dr wagon], "71 C" [Squire 4 dr wagon], "71 D" [Squire 4 dr wagon, bucket seats], "66 B" [Deluxe Ranchero], and "78 B" [Deluxe Sedan Delivery].

Paint Color Codes for 1963 (total list):

A black	*RAVEN BLACK	**1724
D medium turquoise metallic	MING GREEN	1451
E medium blue metallic	VIKING BLUE	1448
H dark blue metallic	OXFORD BLUE	1447
I dull gold	CHAMPAGNE	1459
J red	RANGOON RED	1515
M white	CORINTHIAN WHITE	1238
P medium green metallic	SILVER MOSS	1454
T honey beige	SANDSHELL BEIGE	1543
W rose beige metallic	ROSE BEIGE	1555
X maroon metallic	HERITAGE BURGUNDY	1444
Y light blue	GLACIER BLUE	1553

*Promotional Name
** M30J or M32J Color Number

Trim Code—for 1963 add “9” [crush vinyl and ladder body cloth] to the “first digit” code. Add “8” [light gold metallic, gold, pearl gold] to the “second digit” code.

Date Code—same as 1960.

Transmission Code—same as 1962.

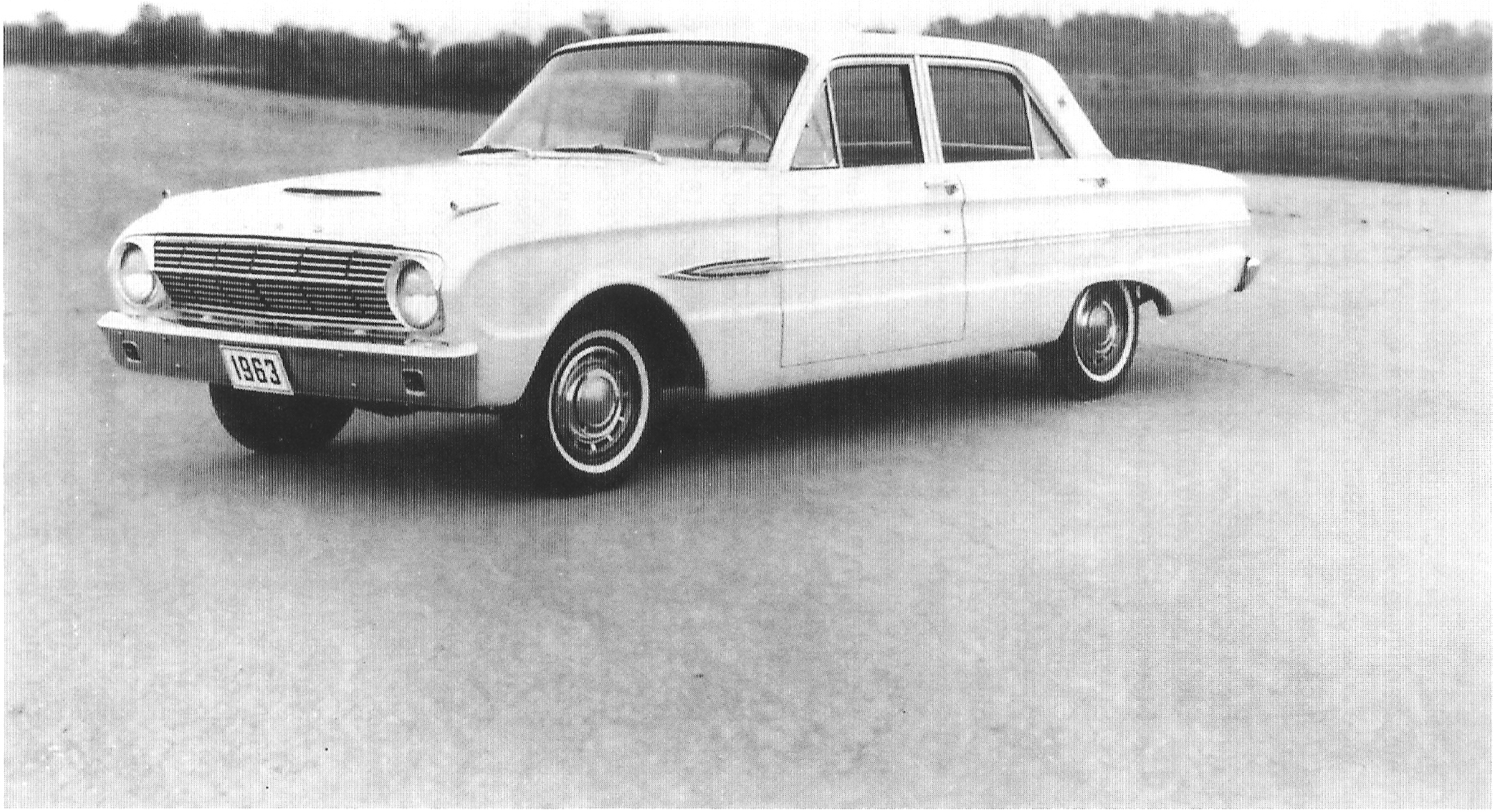
Axle Codes—for 1963, “2” [3.10:1], “3” [3.20:1], “5” [3.50:1], and “9” [4.00:1].

D.S.O. and District Codes—appeared on the 1963 Patent Plate. If the car were special order, the order number will appear in the D.S.O. (Domestic Special Order) space along with a 2-digit District Code. This is the region or organization to which the car was delivered from the factory. If no D.S.O. number is shown it was a regular production vehicle and only the 2-digit codes and the corresponding district: 11 Boston, 13 New York, 15 Newark, 16 Philadelphia, 17 Washington, 21 Atlanta, 22 Charlotte, 24 Jacksonville, 25 Richmond, 27 Cincinnati, 28 Louisville, 32 Cleveland, 33 Detroit, 34 Indianapolis, 35 Lansing, 37 Buffalo, 38 Pittsburgh, 41 Chicago, 42 Fargo, 43 Milwaukee, 44 Twin Cities, 45 Davenport, 51 Denver, 52 Des Moines, 53 Kansas City, 54 Omaha, 55 St. Louis, 61 Dallas, 62 Houston, 63 Memphis, 64 New Orleans, 65 Oklahoma City, 71 Los Angeles, 72 San Jose, 73 Salt Lake City, 74 Seattle, 75 Phoenix, 83 government, 84 Home Office Reserve, 85 American Red Cross, 89 Transportation Services, 90-99 Export, B1 Central Canada, B2 Eastern Canada, B3 Atlantic Canada, B4 Midwestern Canada, B6 Western Canada, and B7 Pacific Canada.

1963 MODEL RUN PARTS CHANGES

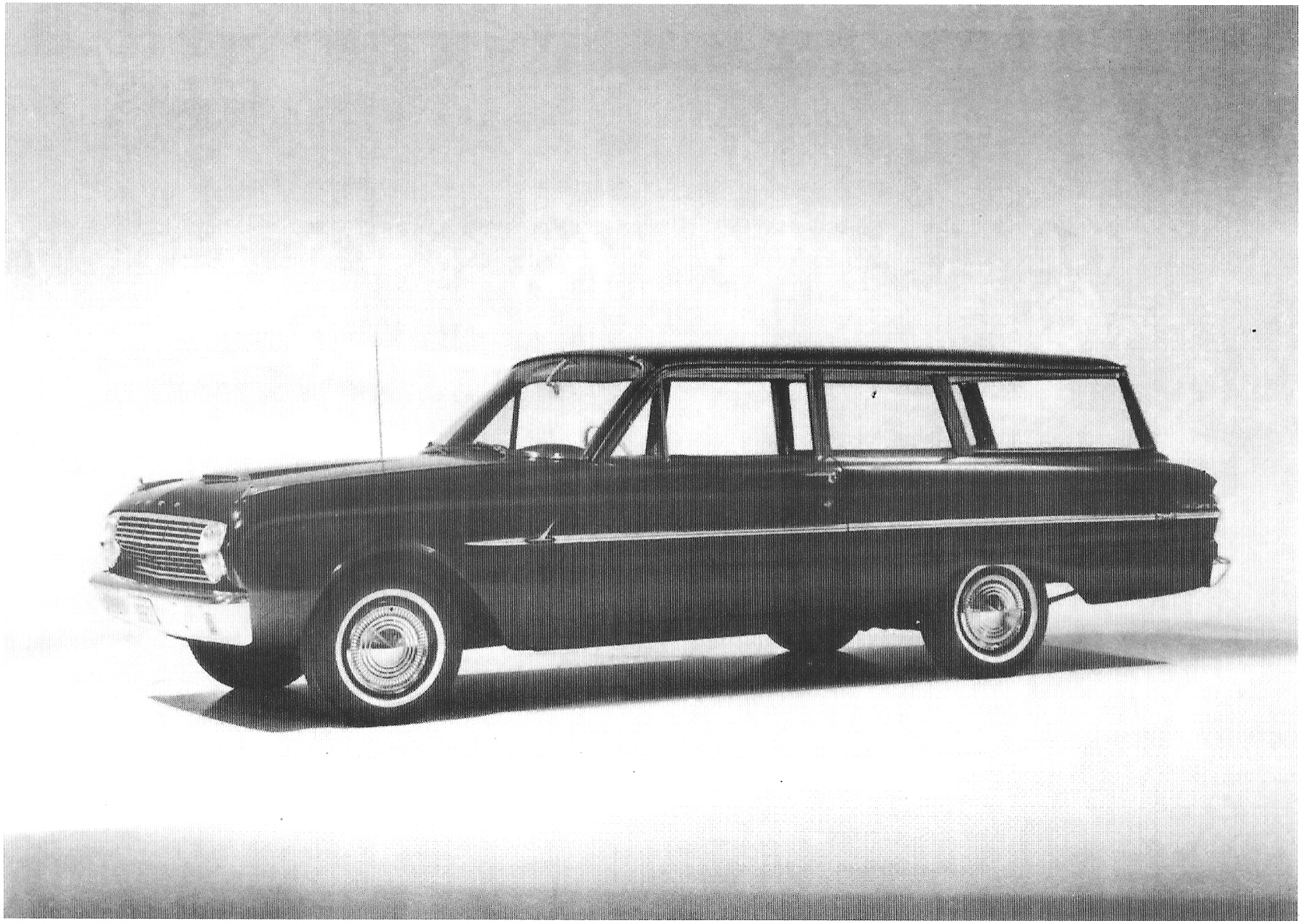
(The following parts changes were made during the 1961 model run. The part group number and date of change are shown. This is an abbreviated list of the numerous changes made during 1963. For the total part numbers, refer to the Ford Parts Book 1960-1964.

Hood springs 16,796 added 12-1-62.
Battery carrier and clamps 10718 changed 1-7-63.
Steering idler arm mounting bracket 3350-1 changed 2-8-63.
Steering idler arm & bushings kit 3352 changed 1-7-63.
Oil filler and breather cap assembly 6766 changed 3-18-63 and again on 7-1-63.
First and second speed shifter fork cam and shaft shifter lever in 4 speed transmission 7290 changed 5-20-63.
Prime steering column tube assembly 3514 changed 2-25-63.
260 V-8 air conditioning belt 8620 changed 5-15-63.
Water temperature indicator engine unit sender 10884 changed 11-15-62.
Turn indicator turn off cam 13318 changed 6-20-63.
Front fender apron 16054-5 changed 1-21-63.
Rear quarters name plate 16098 changed 2-18-63.
Radiator and front fender apron support 16138 changed 1-23-63.
Hood latch support 16707 changed 1-21-63.
Windshield washer control assembly 17664 changed 2-1-63.
Front bumper stone deflector 17779 changed 1-21-63.
Front floor lower cross member plate assembly 10962 changed 2-25-63.
Door locking control rod knob 21850 changed 3-11-63.
"Falcon" body side name plate 25622-3 changed 2-18-63.
Quarter trim to rear seat cushion changed 11-1-62.
Back window tempered glass 42004-6 changed 5-1-63.
Package tray panel assembly 46506 changed 6-10-63.
Folding top main pivot bracket support plate assembly 53084-5 changed 1-21-63.
Front bucket seat track assist spring 61828 changed 12-27-62.
Bucket seat cushion side shield rear support 62194-5 changed 11-7-62.
Folding top main pivot bracket to wheelhouse support 53088-9 changed 12-10-62.
Roof side inner rail assembly 51212-3 changed 6-10-63.
Back window side weatherstrip 42042-3 changed 5-1-63.
Tailgate weatherstrip assembly 41608 changed 5-1-63.



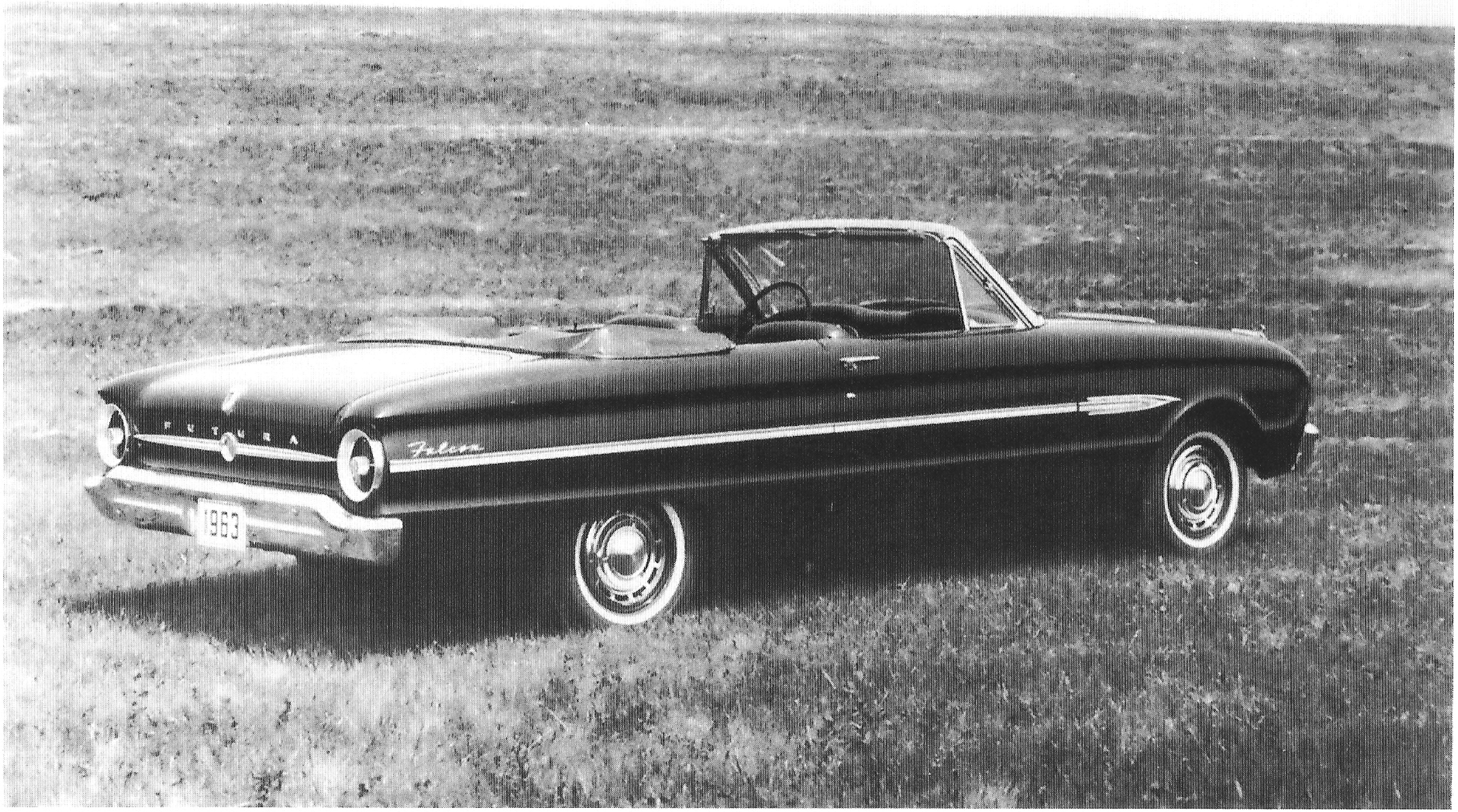
1963 Futura Four-Door Sedan, model 54 B.

Ford neg. # CN1133-69



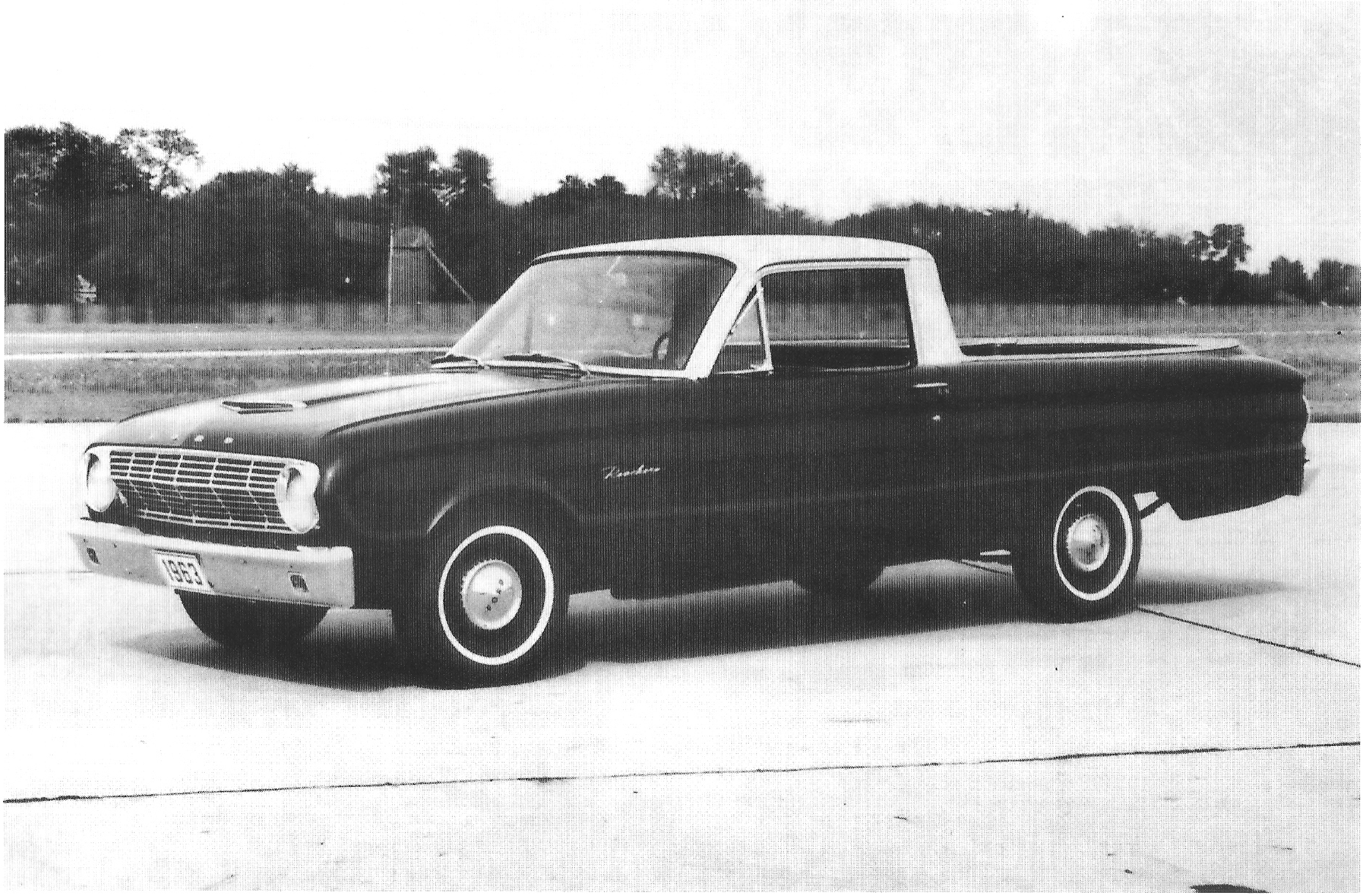
1963 Two-Door Deluxe Station Wagon, model 59 B.

Ford neg. # CN1133-31A



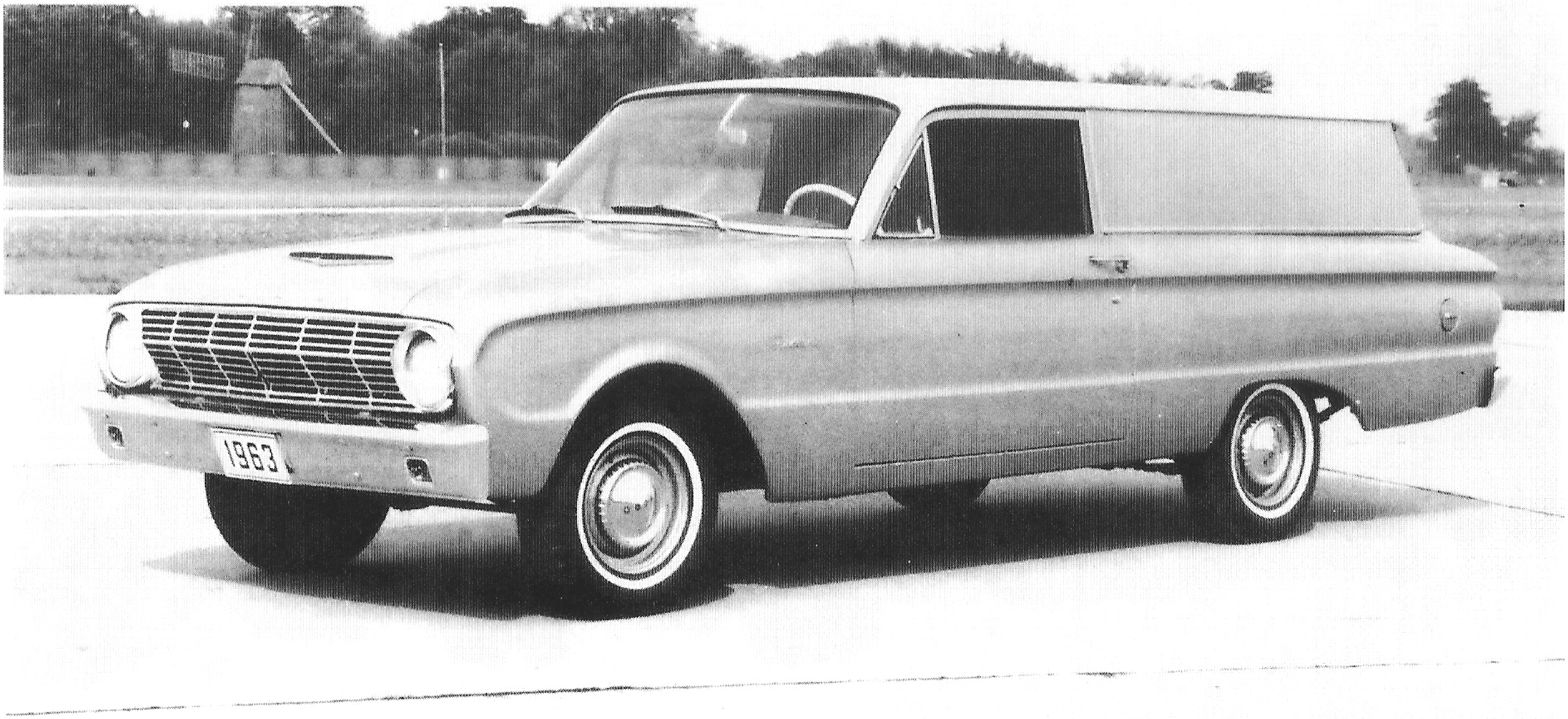
1963 Futura Bucket Seat Convertible, model 76 B.

Ford neg. # CN1133-51A



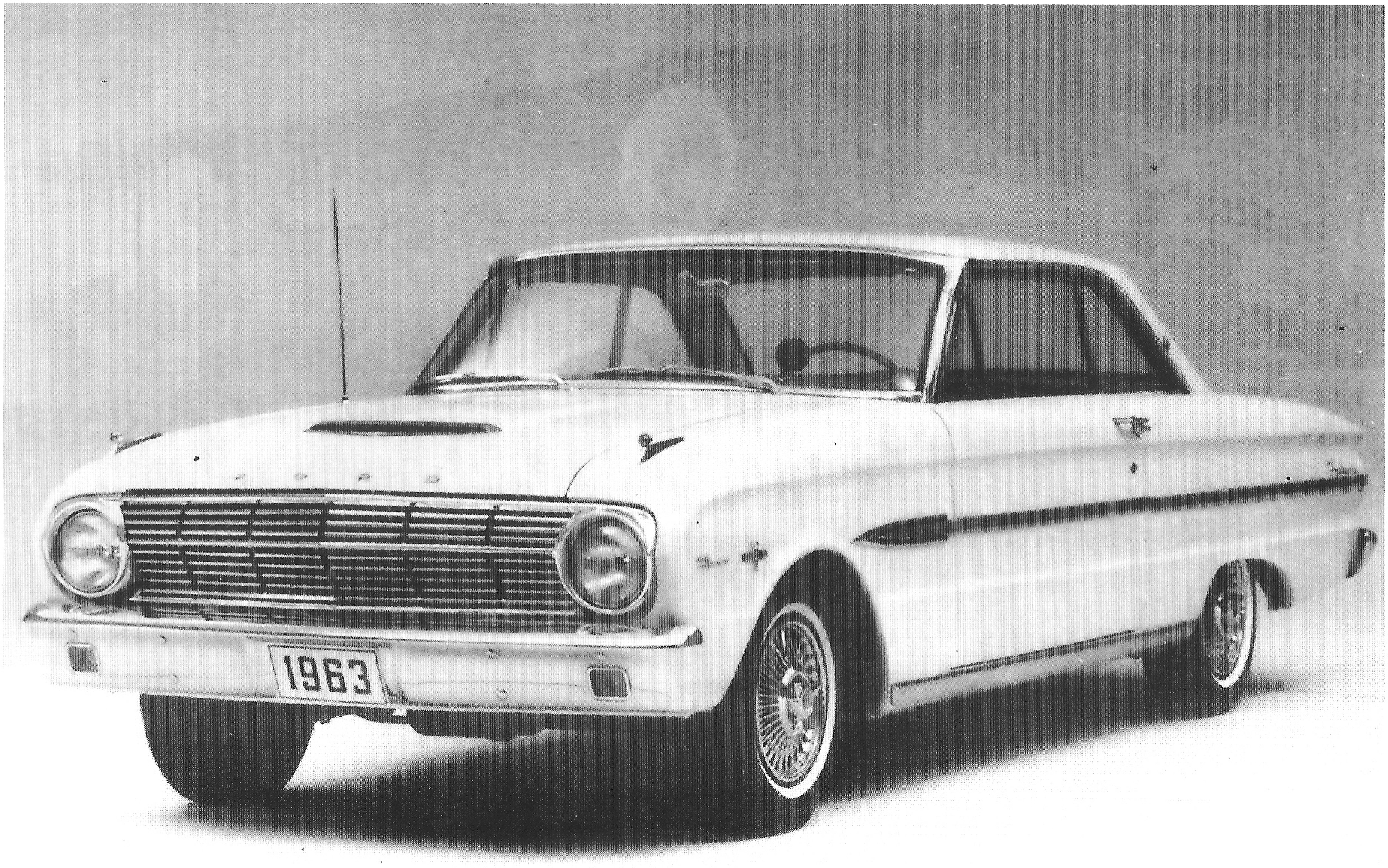
1963 Ranchero, model 66 A.

Ford neg. # 126264-592



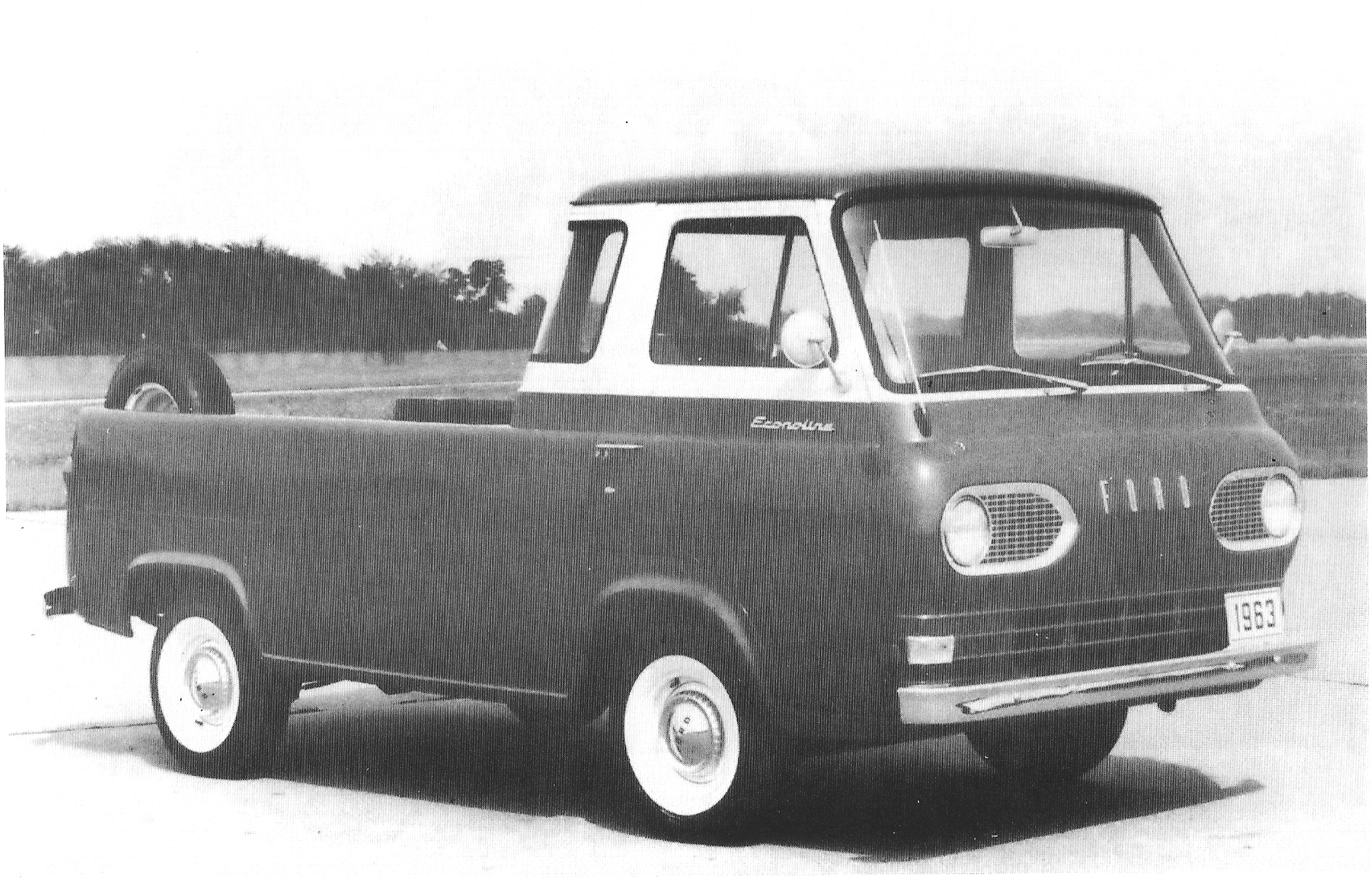
1963 Sedan Delivery, model 78 A. Photograph taken inside Ford test track. The windmill of Greenfield Village can be seen beyond the serpentine brick wall.

Ford neg. # 126264-589



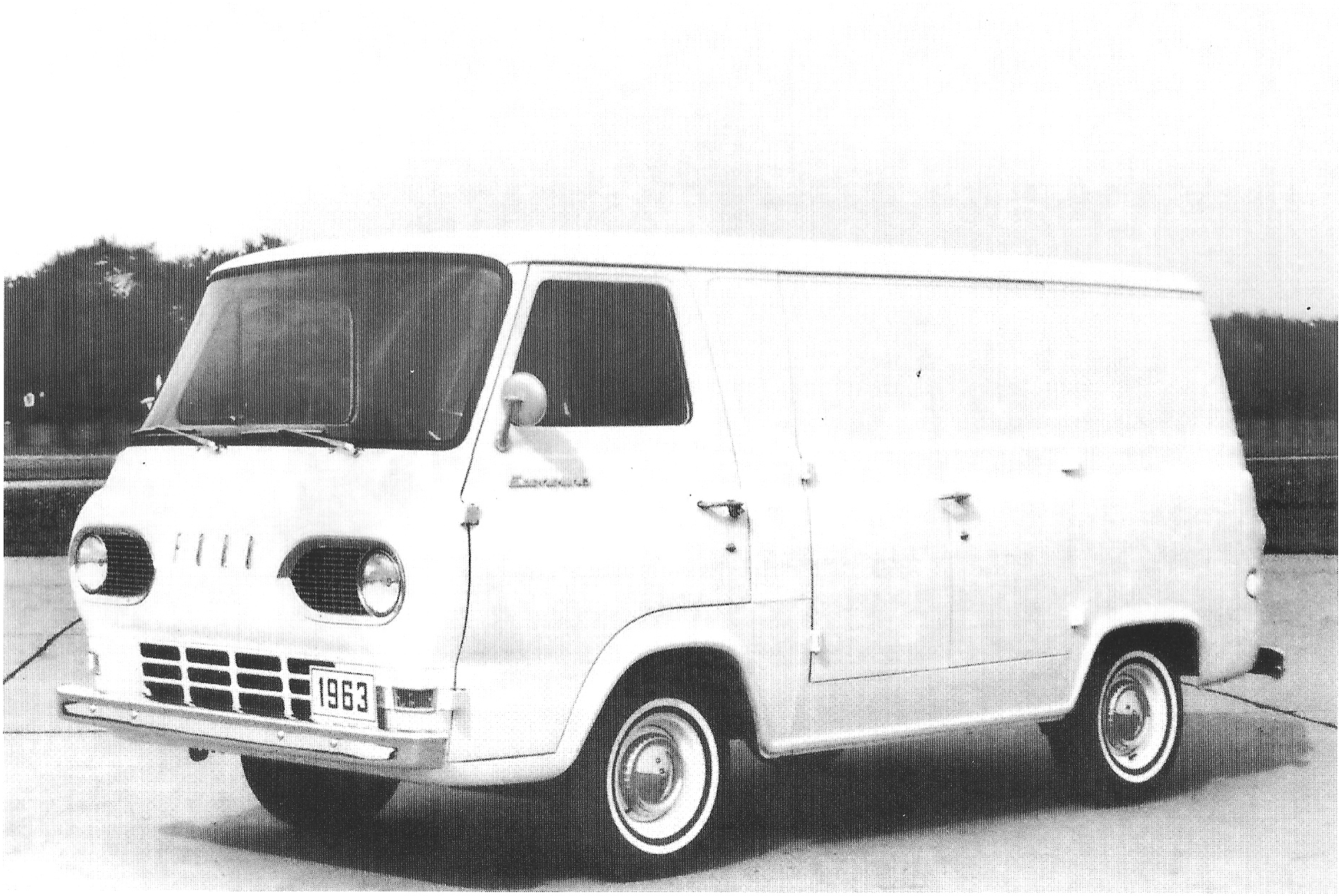
1963½ Sprint Hardtop, model 63 C.

Ford neg. # 126252-582



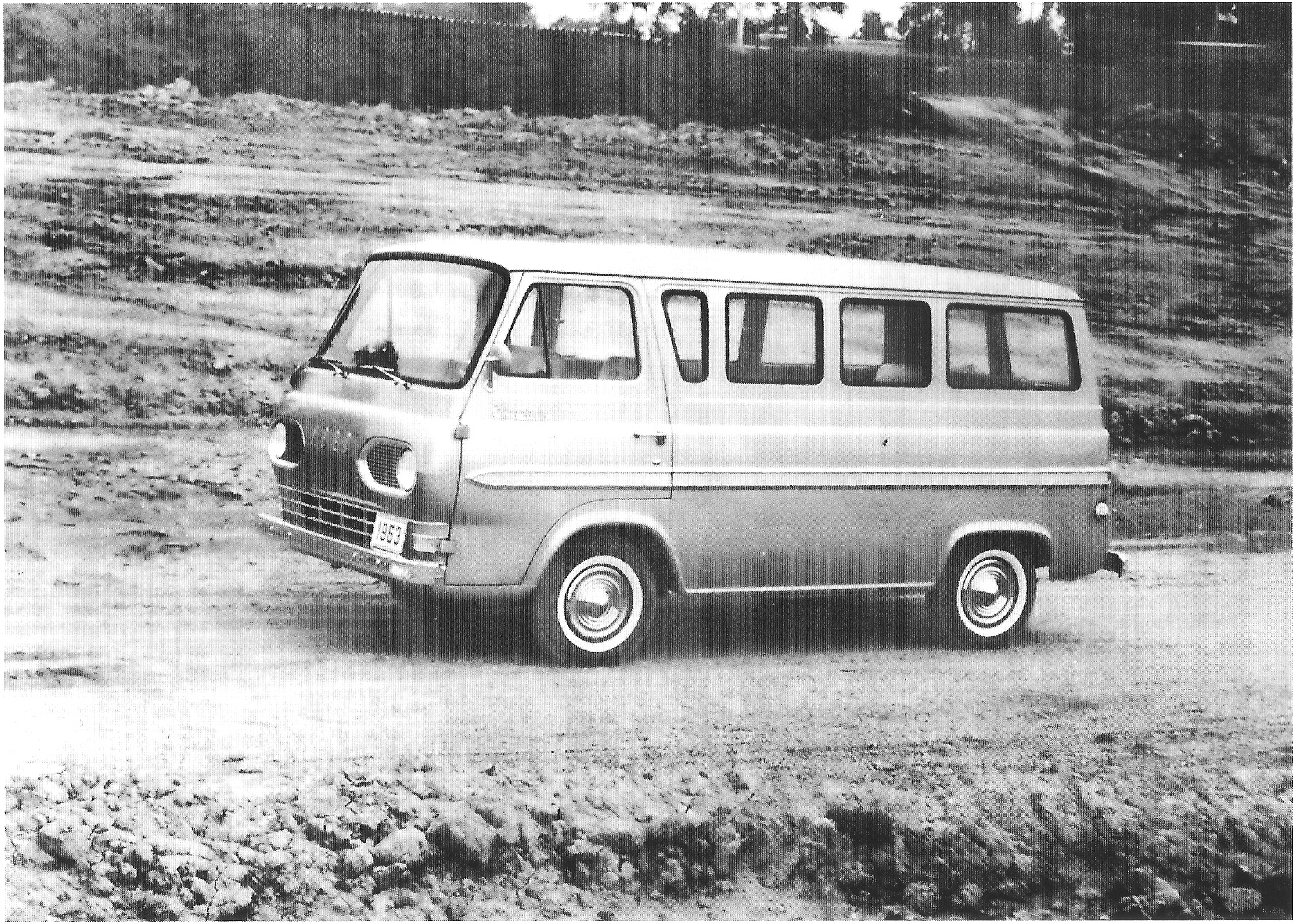
1963 Econoline Pickup, model 87 A.

Ford neg. # 126264-595



1963 Econoline Van, model 89 A.

Ford neg. # 126264-583



1963 Falcon Club Wagon, model 89 D. Ford neg. # CN1133-43

THE FALCON CLUB OF AMERICA

(Roy E. Sword of Jacksonville, Arkansas, is founder and President of the Falcon Club of America. The interview took place on November 27, 1982.)

PHIL COTTRILL: How long have you been interested in Falcons?

MR. SWORD: I had a new Falcon in 1966, and then in 1974, I bought my 1963 convertible and restored it, and, through the process of restoring the '63 (everybody laughed at me for restoring a Falcon) I saw the need for a club. That's when I decided to try to form a club, in 1979. I worked about three years on my car, finding parts and fixing it once I had the car and had found the correct parts. We had our first meet in August of 1979.

PHIL COTTRILL: You started it locally there in Arkansas, right there in your hometown?

MR. SWORD: Yes sir, right here in Jacksonville, Arkansas.

PHIL COTTRILL: How many members did you get to start it?

MR. SWORD: The first month I believe we had six members, and we had hoped that maybe we would get 40 to 50 members in two or three years.

PHIL COTTRILL: It surely went over that in a hurry.

MR. SWORD: Well, yes, it kind of blew up in our face.

PHIL COTTRILL: How many members do you have now?

MR. SWORD: Phil, I believe we are well up over membership number 1,300 but we have 1,054 paid-up members. We assign membership numbers to new people entering the club, and if a person does not renew, his membership number becomes inactive, and we will know who is senior in the club.

PHIL COTTRILL: I think my membership number is 1,102. I had noticed that the club was in existence, but it was sometime before I joined.

MR. SWORD: 1,315 is the current membership number, plus we have 15 to 20 new membership applications here that have not been processed.

PHIL COTTRILL: Do you expect the club to keep growing?

MR. SWORD: Yes, I do, because the Falcon is a strong little automobile. Mustangs have priced themselves out from a lot of people, and a person can still get into a Falcon at a fairly reasonable price, although Falcons too, have really gone up in value in the last two or three years.

PHIL COTTRILL: Because of the interest generated by the Falcon Club?

MR. SWORD: I believe that is true.

PHIL COTTRILL: What do you enjoy most about being president of the national club?

MR. SWORD: I didn't know I did! Well, it makes me feel good to know that we can have a good fun club like we have. We've always had outstanding meetings in the three national meets that we have held. And, I guess it's just a fulfillment once that I started this thing, to see it grow as it has and progress as it has. We really have had no major problems, that is, people upset at each other. We have good clean meets people enjoy.

PHIL COTTRILL: It's good family entertainment.

MR. SWORD: This club was based on family fun.

PHIL COTTRILL: I noticed that when I attended the meet in Memphis this past August (1982), my wife and son were with me and they had a good time. She enjoyed talking with other members' wives and we found out what a good organization this club is. I bet it's a lot of work to serve as president of a national club.

MR. SWORD: Well it is, but it's worth it. It gives you a good feeling of accomplishment. If somebody comes along and would like to have the presidency of this club, I feel that I have put all into the job that I know how. I will stay in as long as the members feel that they need me and as long as they feel that I can do good for the club. When I get to the point that I can't help the club anymore, well then, I feel I should step down. Yes, it is a lot of work, but it has been worth the effort.

PHIL COTTRILL: Well you certainly have done a good job...

MR. SWORD: It's not just me, it's everyone in the club.

PHIL COTTRILL: The club is establishing chapters now, how is that going?

MR. SWORD: I believe we now have six chapters. Five of those have been formed since the August (1982) Memphis meet. We had hoped to get area chapters started about a year earlier, but the legal work held it up. The formation of chapters is off the ground now. In fact, I have newly printed rosters for all club members. This should aid in forming new chapters. We have the members listed by state and by zip code order so that members can more easily communicate with each other. We also have a chapter coordinator. He will send members a complete mailing list of people in the same locale.

PHIL COTTRILL: Back to the national meets. The first one was in 1980?

MR. SWORD: Right, that was held in Hot Springs, Arkansas, as was the 1981 national meet. The club was still young then and no one volunteered to have the meet. I said, if we had to, we would have it in my backyard. The Memphis Chapter volunteered for the 1982 meet and I think they did an outstanding job.

'63 Convertible Lineup at Memphis Meet. 8-14-82

PHIL COTTRILL:Yes, they did. It's quite a job for a chapter to put something on like that, that's a big responsibility.

MR. SWORD: It is. My wife and I put on the first two, and we are glad to see other parts of the country are volunteering for the job.

PHIL COTTRILL: Have you selected the 1983 national meet site yet?

MR. SWORD: 1983 will be in Dallas, Texas, sponsored by the Lonestar Chapter. 1984 may be in St. Louis or Colorado Springs, Colorado. It seems that we no longer have any problems finding a chapter to host meets. A group of club members in Michigan are forming a chapter in order to host the 1985 meet. That will be the 25th anniversary of the Falcon.

PHIL COTTRILL: I was recently in Dearborn (Michigan) and visited the Ford Design Center. While I was there in Dearborn, I contacted Robert Jeurgens. Do you remember his '60 wagon at the Memphis meet? I took some photographs of that car.

MR. SWORD: Oh, isn't that a nice one! I guess laying all aside, that has to be the nicest original Falcon I have ever seen.

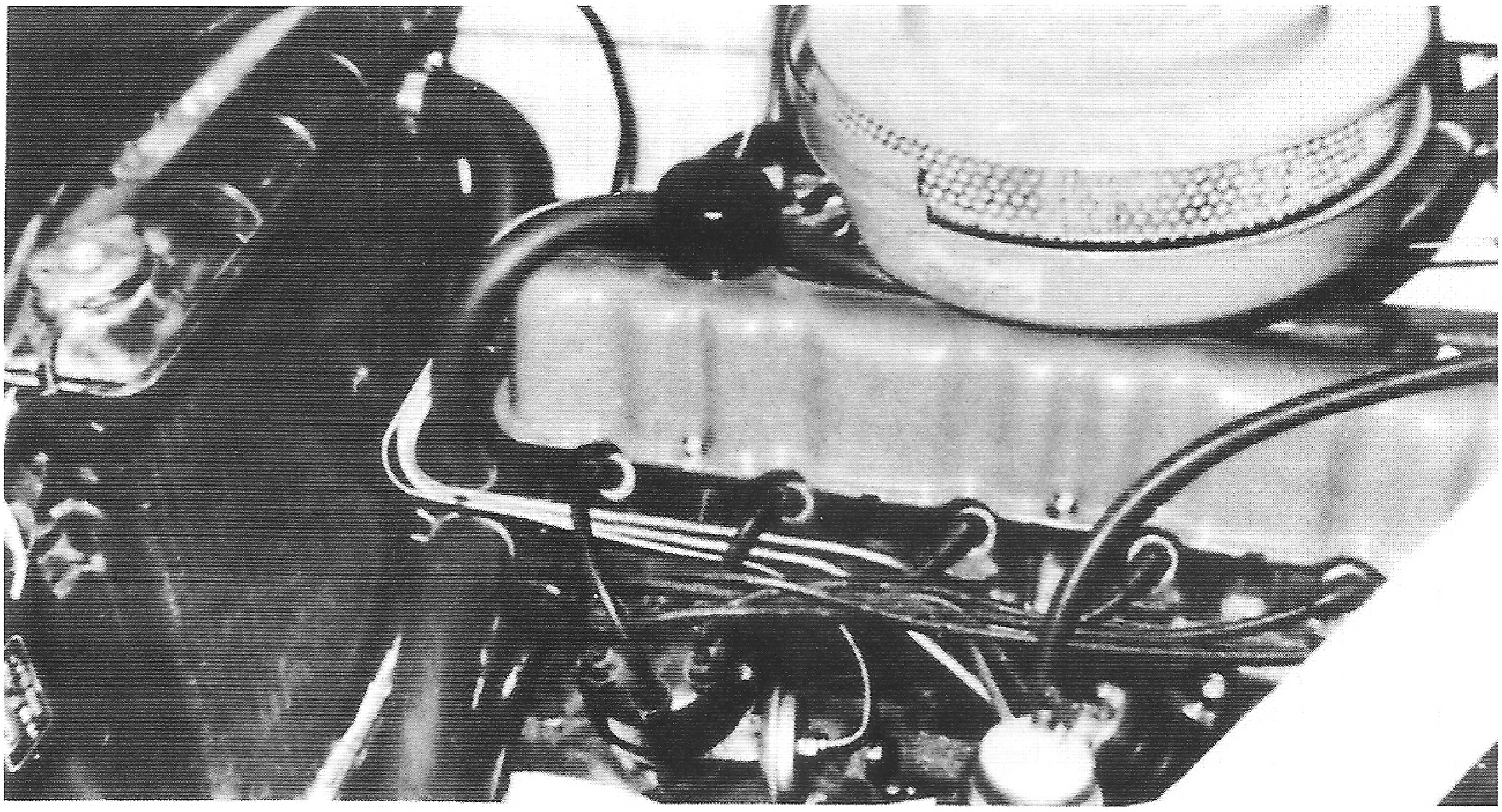
PHIL COTTRILL: After the round trip to Memphis that '60 wagon still has fewer than 6,000 miles on it. What is your favorite Falcon model? I know that question puts the Falcon Club president on the spot.

MR. SWORD: Well, now, I'm going to have to answer that in two ways. It's according to what it's for. Is it for an everyday car, or is it for a show car?

PHIL COTTRILL: Let's say for a show car?

MR. SWORD: I'd probably have to go with a '63, because that's what I have.

PHIL COTTRILL: '63 convertible?



Engine compartment, Juergens '60 Station Wagon. Not restored. 11-16-82

The Jeurgens '60 Wagon, OK22S199133. 11-16-82

MR. SWORD: Yes, a little '63 convertible. But for a road car, a traveling car, the '66 and up are the best. They have a longer wheelbase, are a little bigger, and in fact, I drove a '67 for quite a few years—until just recently. I had four or five Falcons, but I became so involved in the club, with no time to work on them, that I sold all except my '63 convertible. My son has a '64 Falcon and it is his favorite model. I like them all as long as they are clean and neat. That little old '60 model station wagon (Juergens car), now, I tell you what, that was a nice Falcon.

PHIL COTTRILL: Yes, it was.

MR. SWORD: Nice even compared to my '63 convertible. Of course I am partial to mine because I put so many hours into it.

PHIL COTTRILL: I am still working on my '61 Futura.

MR. SWORD: Those are nice little cars. But I would hate for the whole club to think I was partial to just the '63 model. I like them all. I guess the first Falcon that I ever really wanted—when I graduated from high school, of course I lived in a little old town of about 200. I caught a bus and went to the big town of Little Rock (Arkansas), and I used to walk by the Ford dealer every day. He had a little old '62 Futura Sports Coupe there. I think it was about $1,700 or $1,800 and there was no way I could dig up $200 to pay down on that. But I would have given anything for that car—a little turquoise one with six cylinder and automatic—I just thought that was the most beautiful..., I guess I wanted that car more than any other new car in my life. As far as ragtops, I'm not crazy about one to drive, because they look good at a show but my '63 is uncomfortable, it makes wind noise...

PHIL COTTRILL: Yes, day in and day out they are not good to live in, but they are nice to have...

MR. SWORD: They are nice to have because they are convertibles...Phil, is there anything I can send you to help you with your book?

PHIL COTTRILL: No, not at this time, but I may be calling you again. I certainly appreciate your help and what you have done for the Falcon lovers of the world.

MR. SWORD: I am glad that I can help and I just hope that the club will stay as it is. As far as I am concerned, it is just a club to help each other and to have fun.

PHIL COTTRILL: Right.

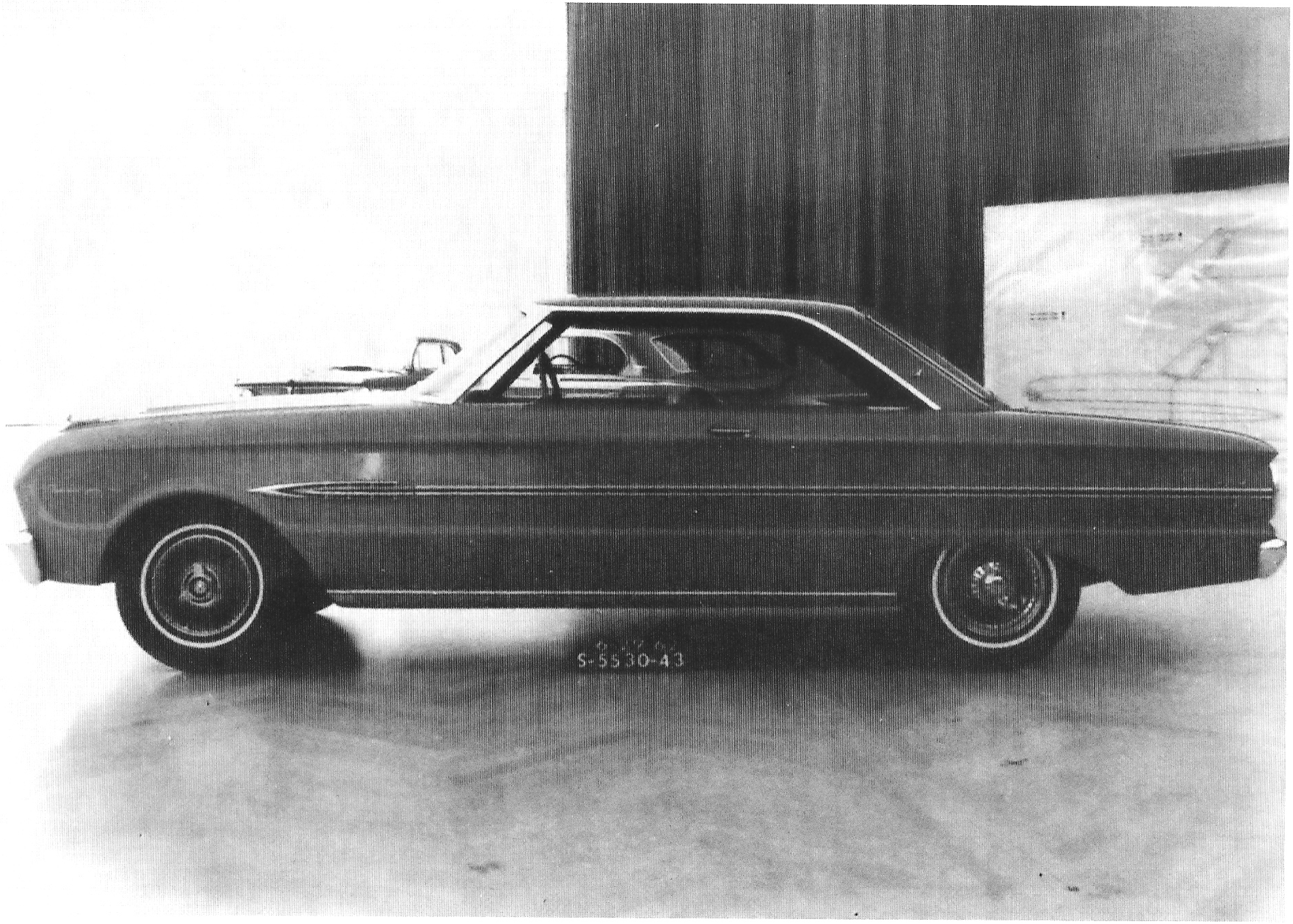
MR. SWORD: You may have noticed our trophy presentation in Memphis, our bylaws state that there will never be any judging at a Falcon Club showing—that is, judging for points, because when we started this club, we wanted it to be a fun thing. When you get down to serious judging, too many people get upset. We just hope it can stay a fun club and that we can enjoy looking at each other's cars.

PHIL COTTRILL: I think that has been the philosophy that made the club grow as it has and has gotten so many people interested.

MR. SWORD: It has really made me feel good that I have had so many positive comments about our club. People say that the Falcon club is made up of good, respectable people. They say Falcon members are down to earth people.

PHIL COTTRILL: Thank you very much.

Falcon Club of America, 1982 National Meet in Memphis, Tennessee. 8-14-82



The first Sprint prototype, model 63 C. This Design Center photograph is dated 6-29-62.

RESTORING FALCONS

(Gary R. Simpers of Elkton, Maryland, is an experienced Falcon, Mustang, and Thunderbird restorer. He is a former Ford shop manager.)

PHIL COTTRILL: [Looking at a Falcon underbody diagram in a Ford parts book.] in the average restoration, how many of these underbody pieces are ever replaced? That's not something the average restorer is going to get into, is it?

MR. SIMPERS: The average person, as a hobbyist, I don't think, would ever undertake replacing the major structural components of the car. It is quite involved and the car does have to be gutted.

PHIL COTTRILL: And in a unit body constructed car, it's very essential that all the structural strengths be retained?

MR. SIMPERS: Correct.

PHIL COTTRILL: This [diagram in parts book] shows the underbody floor panel components are all the same for '61-'64.

MR. SIMPERS: Right. Same basic premise on them. I don't know how that is broken down, because I was trying to find some of the extra pieces for the reinforcement members on a convertible. The convertible floor pans are different from the hardtop floor pans.

PHIL COTTRILL: [Still referring to a parts book diagram] The '63 and '64 convertible underbodies are the same? The outer sheet metal is so much different. In restoring Falcons, what are the differences that you have run into as compared to restoring Mustang bodies?

MR. SIMPERS: Falcon channeling was made with a heavier gauge metal because even though the Falcons you are working with are always several years older than a Mustang, the amount of metal left to work with is always superior.

PHIL COTTRILL: It was heavier metal on the Falcon, you don't think it was a heavier rustproofing?

MR. SIMPERS: From what we have found, as far as the welding and metal workage is concerned, the Falcon must have heavier gauge metal because the distortion is much less. When you have a very thick metal and try to weld it, you get great distortion. It's very hard to do any metal work on a Mustang, because of the great amount of warping that results. When you weld on a Falcon, you get much less warpage.

PHIL COTTRILL: How does this compare with the classic Thunderbird?

MR. SIMPERS: There is not much difference between what was used in the early 'Birds and the Falcons in the '60's. But at least the Thunderbird does have the use of the whole frame which doesn't make it as critical in the inner body-workings to keep the car well intact and have something that is going to ride well and not collapse internally without you seeing it.

PHIL COTTRILL: In restoring a Falcon that's in sad shape and a Mustang that's in equally sad shape, which would be the bigger job?

MR. SIMPERS: If you are comparing in the same over-all condition, the Mustang is going to be easier, because of the ready availability of reproduction floor pan pieces. As far as actual work involved in replacing, say rockers, the inners and outers, there is no more work doing it on a Falcon than on a Mustang—but you will run into some difficulties as far as procuring metal to put back into a Falcon.

PHIL COTTRILL: Restoring Falcons has not been as popular, until recently, and reproduction parts are readily available for Mustang.

MR. SIMPERS: There are so many Mustangs and so many people have them. There were so many Mustangs built to begin with, so many people had them when they were younger, and want to go back to what they had, the law of averages would show that more people are going back to seek out that car they enjoyed 15 years ago; and, that primarily is the market that is going back. The Falcon is becoming a popular car because so many people liked the '60's Fords, but don't want to get caught up in the Mustang craze.

PHIL COTTRILL: I see. Falcon people like to show their individuality.

MR. SIMPERS: They need to be just a little bit set apart or different.

PHIL COTTRILL: Trying to be unique from the Mustang fad?

MR. SIMPERS: It's the same basic person. I never even had a Falcon, myself. The '63 convertible I have now was my first—but that was my prime goal. I wanted the basic Mustang idea—the simple car, fun to drive, easy to work on, and easy to maintain. You get grouped into "another person who has another Mustang". With a Falcon you can at least have an identity and even though the parts aren't as readily available as to sit home and order them, it's fun to go searching. There are people out there who collectively purchase and sell parts. It makes more of a challenge, even for the hobbyist to seek and find these people and find the early Falcon pieces. There is not an abundance of them, but they are out there.

PHIL COTTRILL: Mustang dealers have parts in quantity.

MR. SIMPERS: Just like Sears, you sit at home in your easy chair, go through the catalog, dial the 800 number on the phone, order what you want, and the UPS driver delivers it. You never even leave your house.

PHIL COTTRILL: That takes some of the fun out of restoring a car.

MR. SIMPERS: It takes all the fun out of it. It commercializes it. To the person who is going to be restoring a Falcon, it's fun because there are cars that have not been hoarded up; you can still find them in some of the obscure junkyards. You can still go junkyarding and find the necessary pieces. As far as the mechanical parts of the car are concerned, since the Falcon carried over so many years for engine transmission, suspension components, you can virtually go to any junkyard and find one or two early Falcons. Take the pieces back home and start to resurrect your car. You aren't committed to go out and buy brand new reproduction pieces from everything to bumpers right on through seat covers.

PHIL COTTRILL: Speaking of engines, if you are rebuilding a Falcon engine completely, most of the parts are still available through Ford?

MR. SIMPERS: Yes, the expendable components that are needed in the engine are still being used on the Ford production 200 and 250 six cylinder engines of the '80's.

PHIL COTTRILL: The Fairmont 200 six would have many components of the Falcon engine?

MR. SIMPERS: Yes.

PHIL COTTRILL: So that's quite easy and then if you like the sport of finding body pieces, which, as you are saying, adds to the fun of restoration, then you go searching because Ford doesn't have many of those pieces available.

MR. SIMPERS: Ford has very few body pieces available for the Falcon.

PHIL COTTRILL: How about hardware, such as, say gas tanks?

MR. SIMPERS: Gas tanks are still available. There are some trim pieces, some grill pieces, selected items that are still available for $1.75. Sheet metal pieces, interior trim, are non-existent. You are bound to go searching, find it in a junkyard and deal with repairing it.

PHIL COTTRILL: Can you obtain any Falcon parts from Maverick?

MR. SIMPERS: The only thing you probably would be using out of Maverick would be the engine. The early Falcons used the two speed automatic and that met its demise in the late '64. Engine pieces would still carry over. The early Falcons had four main bearing engines with their inherent crankshaft vibration. Some people opt to go with the seven main bearing engine, a later model motor, something '65, or '66 on. These blocks had much reduced engine vibration.

PHIL COTTRILL: If you wanted to make your early Falcon really vibration-free, coupled with the availability of a modern engine from a junkyard, you could drop it into your Falcon and go travelling. Speaking of traveling in a Falcon, the Falcon Club of America meet in '83 will be in Dallas, Texas.

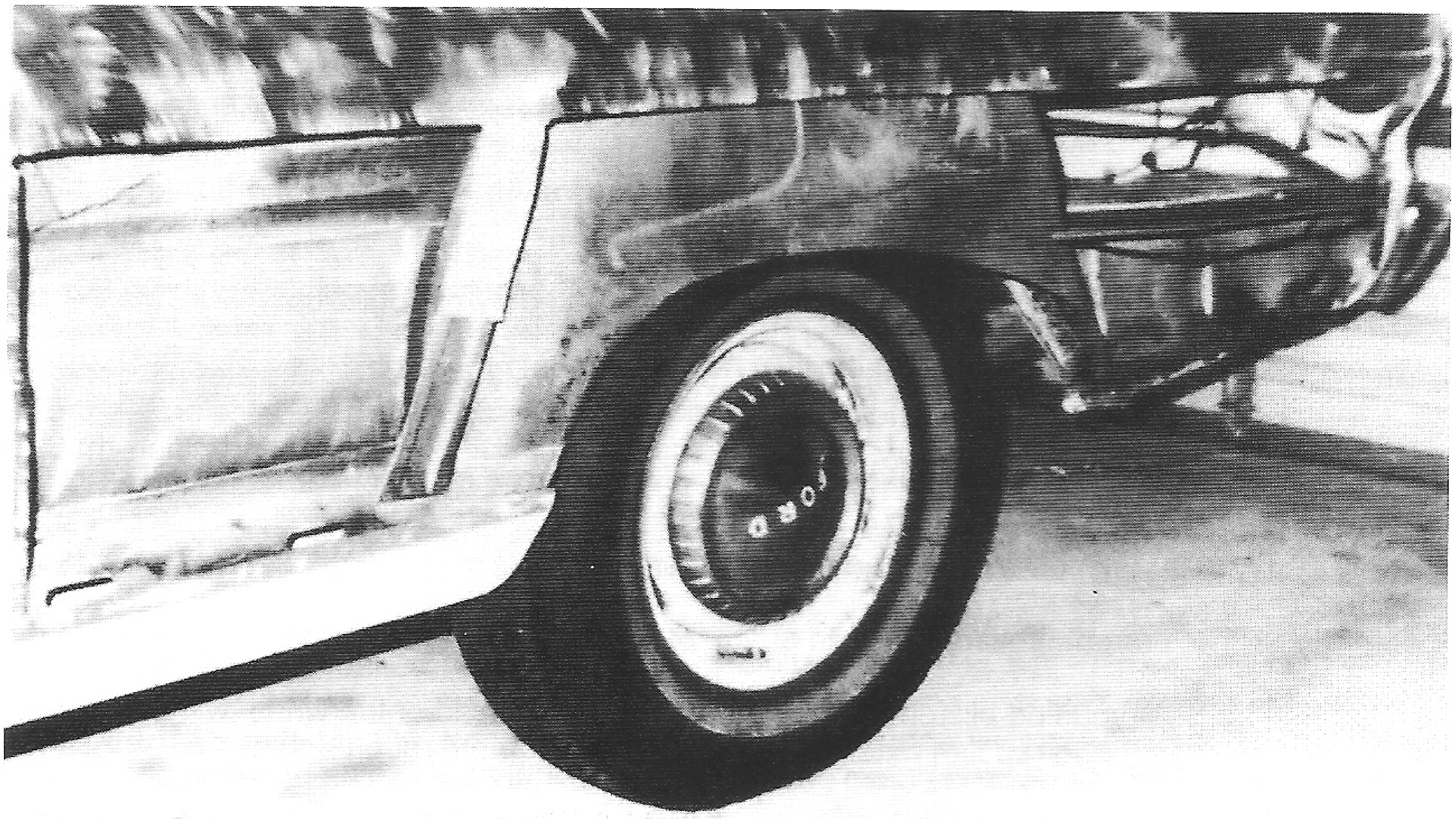
MR. SIMPERS: That will be quite a trip for an old Falcon.

PHIL COTTRILL: Yes, I remember in 1963, I drove a '61 Falcon with the 144 engine and automatic transmission from Weirton, West Virginia to San Diego, California and back. As a matter of fact, on the trip back, I lost a fuel pump somewhere in the mountains of Arizona. That cost me about a day. I left California on a Thursday and made it back to Weirton the following Monday, even after the fuel pump incident. The last leg of the trip was nonstop from Oklahoma City. So those Falcons would run... any other restoration points?

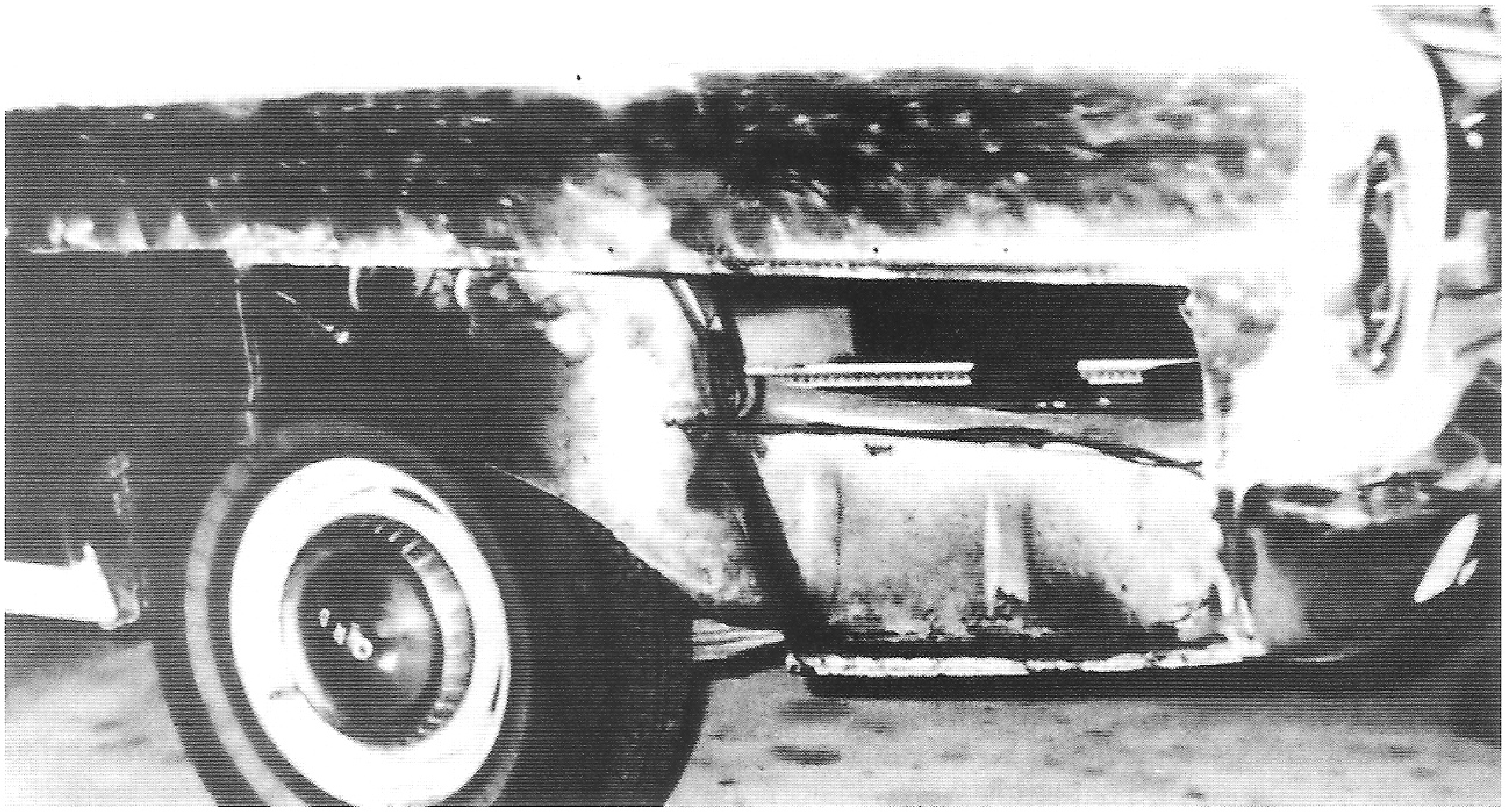
MR. SIMPERS: We are finding now that some reproduction repair panels are available. These include quarter panel repair pieces, lower portions of the doors, and lower portions of the fenders. Since these components are not available new and are hard to find in NOS (new-old-stock), with the availability of these stamped panels, it does greatly aid in reconstructing rusty cars.

PHIL COTTRILL: Have you ever replaced the outer rocker panel on a Falcon?

MR. SIMPERS: No, those were coated with a galvanized rust proofing material which greatly prolonged the life span of that compact. It is a fairly involved process when you go to change the outer rocker. To change the outer rocker, you need to do something with the inner rocker as well. You do have to have the car elevated, supported on each end on stands and all the interior components removed, because



'61 Falcon with the rusted quarter panels removed from the left side. 8-82



'61 Falcon with the front portion of the quarter panel in place before welding.

you will be cutting, chiseling, and using a cutting torch. You then weld the new parts back in.

PHIL COTTRILL: Fortunately, Ford did do a good rust proofing job on those (out rocker panels). Where are the real trouble spots on Falcon bodies?

MR. SIMPERS: The quarter panels, on both sides in front of the wheel well openings. Also, the rear portion of the wheel well openings. The forward portion of the wheel well openings are designed such that rain water does go down past the quarter glass and can find and make its way to the outer portion of the body. It will build up some dirt and not properly drain back out. That dirt in there stays wet and tends to give you rust in the front of the wheel well.

PHIL COTTRILL: The water goes in at the bottom of the window, so what keeps the water from coming into the car?

MR. SIMPERS: There's a plastic weather sheet that diverts it down and its normal flow should be that the water goes down and lands on an inner metal component just above the rocker. From there it goes forward to the door post area and that is where the water should exit and go down into the rocker and then exit out the drain holes.

PHIL COTTRILL: You say this draining process gets interrupted by dirt build-up?

MR. SIMPERS: Yes, it gets a dirt build-up in it and blocks the water flow. So the water never actually flows out. It just gets the dirt damp and it stays damp for several days. This accelerates the rust problem. To deal with it, it is necessary to cut the rusty metal completely out and clean that area thoroughly before putting in new metal.

PHIL COTTRILL: You put in new metal and then what?

MR. SIMPERS: The current procedure would be to apply a rust proofing compound to the new metal.

PHIL COTTRILL: So if you find blisters of rust in that area just ahead of the wheel wells, there is no use to try and sand it off and repair it externally? The rust will come through again?

MR. SIMPERS: That would be purely cosmetic and last no more than several months. Before the condition reoccurs, even to the point of putting a metal patch over it only buys you maybe several years, and you are back to the same condition. So if you want to do the car, and do it only one time, it should be cut out, thoroughly cleaned, new metal put in, and then rust proofed. Unfortunately on Falcon convertibles, the rocker panels are set up with a three piece system similar to what is used on the Mustang. It has the outer rocker (the one seen on the outside of the car). What is referred to as the inner rocker on the sedan becomes the center rocker on the convertible, plus you have a third component called the inner rocker. The inner and center rockers are not treated or galvanized and you get a moisture build-up between these two, with the resulting rust from the inside and this causes the center rocker to deteriorate. It rusts away without your knowledge. There is no way of seeing or knowing that his is occurring until it is too late and you find that the door gaps begin to close and the top doesn't fit correctly. When you reach this point you are faced with a major reconstruction project. A project beyond the average handyman who can do some body and plain work—you are talking about major structural work.

PHIL COTTRILL: Have you noticed that this area on the unitized frame on a convertible is heavier than on a sedan?

MR. SIMPERS: The gauge of the metal is not heavier, it's just that it does incorporate the additional structural member on each side of the car. It virtually becomes more of a large tube that has a 4" to 5" diameter. The center piece gives it strength and the inner piece completes the oval shaped structural member. On a Falcon that is being restored, it is good to bore larger holes in the bottom of the outer rocker panel. Using compressed air blow all dirt and rust chips from the rocker. Then take the vehicle to a commercial rust-proofing facility and have the rust proofing chemicals sprayed inside the rockers and then sealed with rubber plugs in the very bottom of the rocker out of sight. You can do this quite easily on a Falcon. It's very critical on a convertible to check the inner and center rockers frequently for rust.

PHIL COTTRILL: So don't wait until the doors will not close before you do the rustproofing.

MR. SIMPERS: You have waited too long!

PHIL COTTRILL: Getting away from body restorations—what are some of the little mechanical quirks about Falcons, for example, I know that replacing a fuse is a pain.

MR. SIMPERS: Yes, the fuse panel is quite inaccessible since it is attached to the headlight switch. The easiest way to change a fuse that I've ever found is to take the headlight switch down out of the car. This means removing the knob and the bezel that retains the switch into the dash. For the most part the electrical system is very straight forward with a minimum number of wiring harnesses. A minimum number of power accessories on the car so much reduces the chance of having components break down. I think that is one of the nice things about a Falcon. Since you are dealing with a car that's over 20 years old—the car is straight forward, there is not much on the car that can break down. You don't have to worry about the horrendous electrical fires that can start with power windows and power seats. From my experiences with the cars, I have had very little that really gets involved in repairs.

PHIL COTTRILL: Tuning is simple?

MR. SIMPERS: Everything is so straight forward. The distributor is very assessable. It is easy to maintain the cars with what little knowledge that was needed 20 years ago.

PHIL COTTRILL: Transmissions are practically trouble free, the automatics seem to go on forever.

MR. SIMPERS: The automatic and standard as well—life spans are generally 150-200,000 miles in most cases.

PHIL COTTRILL: The rear carriers?

MR. SIMPERS: Virtually the same thing, minimal maintenance, just run them and run them. Very rarely do you ever find anybody changing a ring gear and pinion or even as much as a wheel bearing on the car.

PHIL COTTRILL: The brakes were not self-adjusting, were they?

MR. SIMPERS: The early ones were not, the '63's had self-adjusting brakes. Chassis lubrication was very simple, about half a dozen fittings. Falcons do have a sealed upper ball joint (no grease fittings) which might make you wonder about their longevity, but hey do seem to hold up quite well.

PHIL COTTRILL: The uppers do not need replacement very often?

MR. SIMPERS: Not very often, in spite of the fact that they don't have the advantage of being lubricated. The upper control arms on the early Falcons were not engineered to be lubricated as they were on the Mustang. On the Mustang you take a little plug out at the end of the upper control arm shaft and lubricate the bushings. The Falcon does not have this feature. However, very rarely do you find a Falcon with the squeaking upper control arm bushings. On the later cars, after a provision for greasing them was added, they generally became quite noisy and had to be tended to, or you go crazy listening to them squeak.

PHIL COTTRILL: The Falcons I have had seen to tend to have poor heaters—they just don't get hot. The engineers who built the original car claimed that the engine was so efficient that they couldn't run a heater from it. They redesigned the heater for the '60 Falcon, but I still don't think the thing puts out much heat.

MR. SIMPERS: Generally the only thing that you can find to be wrong with a Falcon heater is that the heater core is very susceptible to plugging up. Even though the water does circulate through it does not disperse well through the actual heater core itself. Instead of hot water being able to get out into the fins of the heater core, those fins become clogged with rust slag and actually act as a heat sink and pass the hot water in and back out without actually heating the heater core, so you get a minimum amount of heat from the heater. The only true way around it is to replace the heater core. It is a very simple operation that can be done in a couple hours with simple hand tools. Until recently the heater core was available from Ford.

PHIL COTTRILL: Do you recommend going to a higher temperature thermostat?

MR. SIMPERS: The wisest thing is to temperature check the water. If it is operating in the 160° - 170° F. range, I would not go to a higher thermostat. Start with the heater core because it is the same core that was used on the early Mustangs. It should be readily available for some time.

PHIL COTTRILL: How about Falcon radiators, are they durable?

MR. SIMPERS: Yes, very serviceable.

PHIL COTTRILL: Do you recommend that they be checked periodically?

MR. SIMPERS: Ford recommended that they be checked regularly. It is a good idea. They should be checked at least once a year.

PHIL COTTRILL: I have now seen Falcon upholstery material on the market. What would be the procedure for restoring seats?

MR. SIMPERS: First check out the original grained fabric along with the original pattern of the seat cover. Most any reputable upholstery shop should be able to reconstruct a cover that would be virtually identical to the original Falcon upholstery. On many of the two-tones there was a chrome piping that separated the colors. Many shops don't carry that anymore. Search the flea markets, you can find it with the original chrome piping. It is best that the restorer furnish the upholstery shop with all materials to insure an original type restoration.

PHIL COTTRILL: Are headliners available?

MR. SIMPERS: Not to my knowledge. For anything like headliners it would be best to locate a good used one or locate someone with new-old-stock material.

PHIL COTTRILL: The ‘60 and ‘61 Falcons (except Futura) had a rubber mat floor cover. Are those available? They deteriorated pretty fast.

MR. SIMPERS: No, there are none.

PHIL COTTRILL: I have seen trunk mats advertised. Would they be reproductions?

MR. SIMPERS: Generally those would be reproductions.

PHIL COTTRILL: Are dash pads available from Ford? Visors?

MR. SIMPERS: Anything on the interior of the car is nonexistent.

PHIL COTTRILL: That’s where the fun and sport of searching out your restoration comes into play.

MR. SIMPERS: It makes the car more enjoyable because when you get done, you appreciate more of everything inside of the car. Each completed item has been a whole new adventure in itself. It gets you out, gets you dealing with people—finding someone to stitch the upholstery and someone that may have a piece of trim that you are looking for and the number of people that you may contact may take you from one end of the country to the other. You build friendships along the way with people you encounter who you can call on to help you find Falcon pieces.

PHIL COTTRILL: This has been interesting. Thank you very much.

AUTHOR’S COMMENTS

We are just now beginning to understand what influence and impact that the Ford Falcon had upon the U.S. automobile industry and what a boon it was to the Ford Motor Company. Within weeks of its introduction in the fall of 1959, it became the runaway seller in the new compact car field as well as an important moneymaker for Ford.

More important than its obvious success during the 1960-1963 model years was its less salient role as the progenitor of its evolutionary forms. Mike Davis, in an article in May 1981 *Car Exchange*, first made us aware of the varied Ford products that were really Falcons in disguise. His main criterion for determining a Falcon derivative was the car’s chassis. The name, engine, and sheetmetal could be changed, but that underbody structure went all the way back to the 1960 Falcon. For example, when the Ford Granada-Mercury Monarch appeared in the mid-seventies, an article pointed out that the “underbody pan from the floor under the dash all the way back to the gas tank came from the ‘70 Maverick”. The ‘70 Maverick was very much ‘60 Falcon. Mr. Davis lists the following cars as basically Falcon: Frontenac and Monarch through ‘80, Lincoln Versailles, Torino and Montego through ‘72, Fairlane and Meteor, ‘60-’73 Ranchero, plus all the Falcons produced in Argentina, Australia, Canada, Mexico, Brazil, and Chile. Many other countries received disassembled Falcons that were then reassembled upon arrival.

When production figures are applied to the above list of Falcon-based marquees, Mr. Davis notes that the total surpasses even the Model-T Ford production. Given a few more years for the continued Ford production in Argentina and Australia, the Falcon will claim the all time production record from Volkswagen. And the VW started in the 1930’s!

It is easy to look back now in 1983 and find fault with Ford’s marketing of the original Falcon. There were some in Ford management who did not think that there was a need for developing a fuel efficient car in the late 1950’s. With the Falcon’s sales successes in its first three model years, although very profitable to Ford, some in management felt that

Falcon was taking too many sales away from standard size Fords. With the Falcon's low cost, low maintenance, fuel efficient transportation was allowed to dissipate from the U.S. market. The Falcon evolved from 1963 ½ to the spring of 1969 into products that avoided the original market that Ford so well targeted in the middle of the fifties for the efficient car. The '70 Maverick appeared in the spring of 1969 and returned to the original Falcon market.

Again in the luxury of hindsight, one could say that Ford should not have discarded the original Falcon concept in the U.S. market. Fred Hooven, Executive Advanced Engineer on the Falcon Project, and Robert S. McNamara concurred in the research for this book that Ford should have continued to build the original Falcon with no outward changes, with only technical updates, through the '60's, '70's, and into the '80's. Ford Motor Company would have been in much better financial condition and the U.S. automobile industry would not have been at the mercy of foreign imports for efficient automobiles.

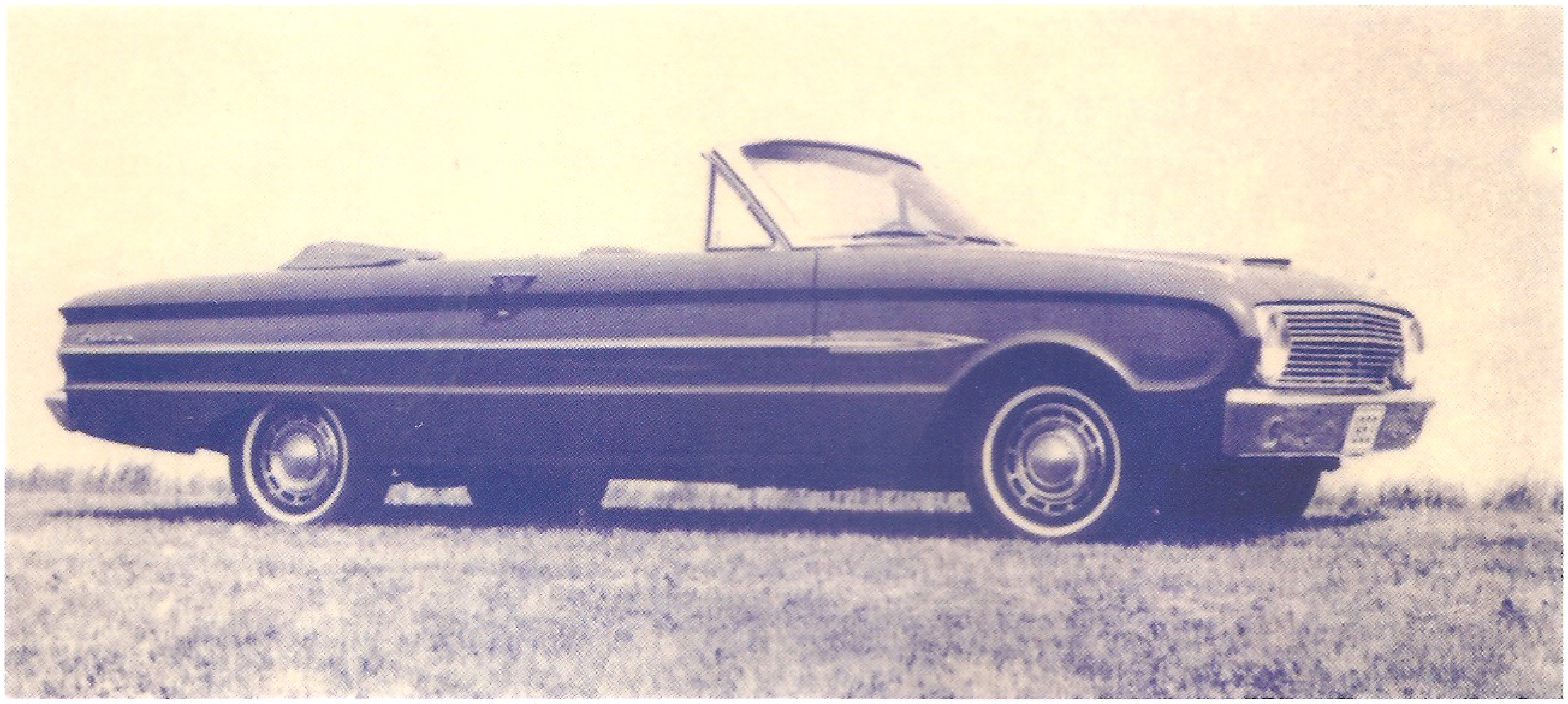
One might ask if there would have been the present day interest in the Falcon had there been no sporty models built. (The '61 Futura, the '62 cars with four-speed, the '63 convertibles, V-8's, and Sprints). It is doubtful if there would have been the interest or even Falcon clubs had there not been models that appealed to the more flamboyant automobile esthetics . How many '60 Falcons are being restored as compared to the '63 convertibles?

As was stated earlier, the evolution of the Falcon into a sporty car contributed to its undoing. That portion of the U.S. car market that Ford pinpointed in the early to mid-1950's—the group who demanded efficient cars even though most could afford higher priced cars—was being served very well by early Falcons. Chevrolet's Corvair did not appeal to this group of compact car buyers for whom Ford had designed and built the Falcon. However, the Corvair, quite by accident, discovered another sector of the U. S. car buying public when it introduced the Monza Coupe late in the 1960 model run. This coupe had bucket seats and a four speed manual shift. It caught on with the young crowd and the glamour-sporty car rage was tapped.

Ford's effort to get into this market was upgrading the Falcon in'61 with the Futura, in '62 by adding the four speed, in '63 by adding convertibles, the 260 V-8, and the Sprints. The Falcon styling changes for 1964 resulted in an attempt to move the whole Falcon line toward the glamour-sporty market. In addition, the "ultimate Falcon facelift" resulted in the 1964 ½ Mustang--a car well pinpointed for the sporty segment of the market. The '64 Falcon styling broke from the soft smooth lines of the original Falcon and this model began the growth cycles that finally led to Falcon's demise. If Ford had retained the original Falcon styling for 1964, it would have been even more in contrast to the Mustang. There would have been a more distinct separation of the Falcon efficiency car line from the sporty Mustang line. The original efficient car buying group for which the Falcon was designed would have been satisfied with the continuation of the original, conservative Falcon. The '64 Falcon broke with the buyers who had made Falcon the "King of Compacts."

It seems as though that the Falcon is going to continue to influence Ford products for some time to come. The yet to be introduced 1983 ½ Ford Tempo/Mercury Topaz has a new 2.3 liter engine, based not on the Pinto 2.3 liter engine, but on the 1960 Falcon 144 inch^3 six. In order for Ford to keep development costs down, accelerate the engine development time, and use existing manufacturing facilities, the bore spacing, head bolt pattern, and head design were retained from the 1960 Falcon six engine.

1962 FALCON SEDAN DELIVERY, MODEL 78 A



1963 FALCON SPORTS CONVERTIBLE, MODEL 76 A

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